



OneWorld Communications, Inc.

October 10, 2003

Ms. Deborah DeVaul  
USDA Forest Service  
1323 Club Drive  
Vallejo, CA 94592

**RFQ-04-20-002: Sierra Nevada Framework  
Media Relations Strategy, Action Plan and Associated Products**

Dear Ms. DeVaul,

We are pleased to propose fulfilling the above-mentioned project utilizing our experience in public relations, media and marketing as relates to conservation and wild life, and strengthening positive interactions between government, stakeholders and the media.

Your colleagues in the US Forest Service, we hope, will appreciate our strong starting position to address their particular challenges. We will draw upon our recent work to help the California Department of Fish and Game address divergent stakeholder perceptions, as well as before that, guidance and writing for State Parks, and even our prior cross-cultural communications and public education work for the United Nations in forestry and watershed management.

Clarity characterizes us – we convey technical concepts in ways appreciable by laypersons, using professional public relations methods and products.

Finally, we believe that 1) our proximity in San Francisco and ability to act quickly, 2) our experience as a Federal contractor (presently under contract with the USDA National Agricultural Library for stakeholder research), and 3) our capability to provide the full menu of marketing, public relations, media production (writing, photo, video, web etc.) and marketing research, make us a high value service provider for you.

Enclosed you will find information in the form which you specifically requested, as well as additional information and examples of actions and products created by us in the course of our work for others. More may be seen on our website at [www.owcom.com](http://www.owcom.com)

Please know that we are happy to meet and answer any questions. I would be grateful to know that you have received our submission.

Yours sincerely,

Jonathan Villet  
President & Director, Strategic Marketing

Enclosures

RS  
RIF  
16 pgs

Submitter  
Notice  
16 pgs



OneWorld Communications, Inc.

## Services

GSA Federal Supply Service Schedule 738-I  
Marketing, Media and Public Information Services  
(Contracts GS-23F-0383K & 0384K)

### Special Item Numbers (SIN):

#### SIN 738-8 FULL SERVICE MARKETING, MEDIA, AND PUBLIC INFORMATION SERVICES

OneWorld Communications provides the full range and all phases, as required, from conceptualization to execution of marketing, media, and public information services. This includes the broad range of services required by Government agencies for short and long term integrated marketing campaigns, and smaller individual projects.

OneWorld Communications creates solutions using strategically targeted marketing tactics which may include media plans and creative multimedia execution of campaigns or smaller projects using the following types of services, but not limited to: radio, television, outdoor advertising, web site and commercial art/graphic design, photography, trade shows/exhibits and conference and events planning, direct mail, market research, press and public relations, and videotape and film production, web sites, including new technologies such as interactive video on the Internet.

#### SIN 738-1 MARKET RESEARCH, MEDIA ANALYSIS AND RELATED SERVICES

OneWorld Communications reviews, revises and/or develops as required customized strategic marketing plans that will formulate short and long-range goals to increase public awareness of products, services, and issues. OneWorld Communications shall identify the best target audience and or work with a target audience indicated, establish measurable marketing objectives, determine market trends and conditions, identify appropriate strategies and recommend tactics to meet those objectives. Market trends and analysis may be required, additionally other types of services such as conducting focus groups, telemarketing, individual interviews, preparing/distributing /conducting surveys, Internet-based surveys, and compiling/analyzing results may be required, but are not limited to these services. Call centers, may be required. Call centers provide information to the public via inbound toll-free telephone service, and or provides outbound telemarketing services. Research, analysis, recommendation and purchase of media vehicles (print, radio, television, outdoor, transportation, Internet and others) to best meet advertising objectives is provided.

**SIN 738-4 PRESS AND PUBLIC RELATIONS SERVICES**

OneWorld Communications provides customized media and public relation services to include the development of media messages and strategies. OneWorld Communications shall additionally research and recommend media sources for placement of campaigns. OneWorld Communications shall prepare media materials including but not limited to background materials, press releases, media alerts, speeches and presentations, and press kits. OneWorld Communications shall execute media programs that may include but are not limited to press conferences, distribution of press materials, scheduling broadcast and/or print interviews, assisting customers in communicating with and responding to the inquiries of journalists, and media buying services.

**SIN 738-5 PUBLIC EDUCATION AND OUTDOOR MARKETING AND MEDIA SERVICES**

OneWorld Communications provides services that promote public awareness and public education of Government programs and services; and provide outdoor marketing services that will promote agencies' marketing, media, and public information efforts. Types of services include but are not limited to; pamphlets, magazines, booklets, brochures, leaflets, newsletters, newspaper advertisements, catalogs and electronic Internet-based materials. OneWorld Communications may construct, repair and maintain displays. Types of services may include but are not limited to painted and/or electronic displays, posters, billboards, banners, bulletins, tear cards, balloons, skywriting, and bumper stickers. Novelty items such as key chains are also included and other miscellaneous business services not elsewhere classified. Sites and locations may include but are not limited to all manner of transit such as buses to include exterior and interior panels, train and subway stations, taxi tops, truck trailers, airport displays and kiosks, and also Internet / Web presentations / displays.

**SIN 738-6 RADIO, TELEVISION, AND PUBLIC SERVICE ANNOUNCEMENTS SERVICES**

OneWorld Communications provides radio, television and public service announcements (PSAs) in order to promote public awareness and/or prepare the consumer market for a product or service. Types of services may include but are not limited to the development of radio and television announcements, creative development of draft scripts and storyboards, TV monitoring, paid advertising, media buying, news clipping services, video streaming on the Internet / web sites, and ad tracking services.

## SIN 738-10 COMMERCIAL PHOTOGRAPHY SERVICES

OneWorld Communications provides photography services for commercial advertisements and/or illustrations that will appear in books, magazines, multi-media and audio-visual programs, displays, web sites and/or other vehicles. This may include black and white, color and digital photography. Types of services may include but are not limited to aerial photography, still photographs/field and studio photography. Also, it may include related



OneWorld Communications, Inc.

## Capability Statement

We are qualified as a full-service marketing-communications, media production and public relations firm. Based in San Francisco, California, we also have extensive international experience.

We create strategy-based programs and also fulfill components of such programs, including:

- market research (qualitative and quantitative)
- strategic marketing planning, corporate identity, positioning, branding
- media production

## Government Contracts

We hold the following government "multiple awards" contracts, as a preferred supplier of designated services for which our technical, administrative and financial capability has been evaluated and approved, and our pricing judged as reasonable, by government:

**U.S. General Services Administration**, Federal Supply Service Schedule 738-I  
"Marketing, Media and Public Information Services" for:

- Full Service Marketing, Media and Public Information Services
- Market Research, Media Analysis And Related Services
- Videotape And Film Production Services
- Public Education And Outdoor Marketing And Media Services
- Radio, Television And Public Service Announcements Services
- Commercial Art And Graphic Design Services
- Press And Public Relations Services
- Commercial Photography Services

*Contracts GS-23F-0383K and GS-23F-0384K Effective dates: Aug '00 – July '05*

*Reference: Marion Williams , Tel 703-305-6906; marion.williams@gsa.gov*

## State of California, Department of General Services

California Multiple Awards Schedule (CMAS) Contract 4-02-03-0026A

Full Service Marketing, Media and Public Information Services Reference:

Reference: *Elaine Hall, DGS Contracts, (916) 375-4378, elaine.hall@dgs.ca.gov*

Business and Management Consulting Services Master Agreement

- Market & Public Relations Plans Analysis and Development
- Marketing and Research Surveys
- Multi-media Production Services

*Master Services Agreement No. 5-00-99-53. 10/15/00 – 10/31/04*

*Reference: Pam Robison, DGS Contracts, 916-445-8260; probison@dgs.ca.gov*

## Dun & Bradstreet – Past Performance Evaluation

This independent survey of twenty of our customer references required for our Federal contract resulted in a high "1.28" average rating on a scale of 1 (highest/best) to 5 (worst) for all categories: Problem Responsiveness, Quality, Total Cost, Technical, Timeliness, and Attitude. This report is attached.

Attitude. This report is attached.

**OneWorld Communications, Inc.****Company information**

Business size	Small
California Corporation number Date incorporated	1834531 July 1, 1994
Dun & Bradstreet (DUNS) No.	05-883-8892
Federal EIN	94-3205791
U.S. General Services Administration Federal Supply Services Schedule 738-I Marketing, Media and Public Information Services Contracts	GS-23F-0383K (SINs 738-1, 4, 5, 6, 8, 11, 12). GS-23F-0384K (SIN 738-10) Period: 08/14/2000 – 07/31/2005
State of California Department of General Services Business and Management Consulting Services Master Agreement  CMAS – California Multiple Awards Schedule	No. 5-00-99-53 (All Marketing Services) Period: 10/15/2000 - 10/31/2004  No. 4-02-03-0026A – Full Service Marketing, Media and Public Information Services Effective to 7/31/2005
Federal Department of Defense Central Contractor Registration (TPIN)	1999D-----
GSA Advantage! & Federal Small Business Administration PRO-NET Registered	“OneWorld Communications”
California Small Business Certification	0018824
San Francisco Business Registration No.	932048
Bank	Wells Fargo Bank, 1160 Grant Avenue San Francisco, CA 94133 Attn: Florence Chan, Manager
Credit cards accepted	VISA & MasterCard
Corporation President and POC	Jonathan Villet
Point of Contact information	Tel: (415) 668-1935 Fax: (415) 668-1932 e-mail: oneworld@owcom.com Website: www.owcom.com 1874 Fell Street, San Francisco, CA 94117

## **Firm's Clients / Experience includes:**

- **U.S. General Services Administration, Region 9 Federal Supply Service & Property Disposal Division:** Message strategy, advertising, video production, photography
- **U.S. GSA – National Fleet Vehicle Remarketing Program:** market research, strategy, website, media
- **U.S. Department of Agriculture, Food Stamp Nutrition Connection:** marketing research – focus groups
- **US Army Corps of Engineers:** Video production
- **Council On Aging – Silicon Valley:** Market research, identity, branding, graphic design, brochure / publication planning and production, public relations, web-site
- **CA State Personnel Board:** Marketing research and strategy
- **CA Deaf and Disabled Telecommunications Program, California Telephone Access Program, California Relay Service, Dial 7-1-1:** Marketing communications, advertising campaigns (TV, print, outdoor), annual reports, public relations, news conferences, events, market research
- **CA Department of Fish and Game – Rare and Endangered Species Protection Program, “Keep Me Wild” Campaign:** Advertising campaign: logo, TV spots, radio, print, billboard, poster, public relations
- **Food and Agriculture Organization of the United Nations:** Project management, marketing / participatory communication strategy, grant writing and negotiation, multi-media production, press information coordination, training, images for permanent library collection
- **Tulare County Department of Child Support Services:** Strategic planning, market/organizational research, media production (project in progress)
- **California Academy of Family Physicians:** Marketing research - survey
- **National Industries for the Blind:** Advertising campaign strategy and media preparation
- **United Nations Development Fund for Women:** Brochure, Christmas card, press kit folder, images
- **Adopt A Special Kid (AASK):** Market research, marketing plan, advertising / advocacy / PR planning
- **CA Parks and Recreation, Off Highway Vehicle Program:** Public relations advice and writing
- **The Southern African Development Community:** Through a UN project, established the Center of Communication for Development in Harare: strategy, management, marketing, media production, training.
- **The San Francisco Food Bank:** Newsletter Editorial Design and text, reader research
- **CA - The Judicial Council of California (Administrative Office of the Courts):** Video program
- **The Kellogg Foundation:** Original images for annual report
- **Organization of African Unity, Inter-African Bureau for Animal Resources (OAU/IBAR):** Communication campaigns for 34-country disease eradication program through FAO United Nations
- **International Labour Organization, UN:** Images, design supervision of collateral - booklet and report
- **International Conference on Nutrition (World Health Organization & FAO):** Coordinated information logistics (press); scripted Video Wall
- **Center for Women's Global Leadership:** Image for poster
- **The Ford Foundation:** Original images for publications
- **International Committee of the Red Cross:** Original images for publications
- **United Nations High Commission for Refugees:** Original images for publications
- **World Food Program (WFP):** Original images for publications
- **BHP Mining Company:** Photo library and images
- **University of California at San Francisco:** Images for publications
- **International Institute of Tropical Agriculture:** Script for institutional audio-visual, photo library
- **Delta Gold Mining Company, Zimbabwe:** Images for annual report
- **Ameriphone, Inc.:** Video script, instructional manual text
- **The New York Times:** Original photographs (nominated OWC staff member for the Pulitzer Prize, 1993)

Customer references available on request.





OneWorld Communications, Inc.

**Quotation for**

**Sierra Nevada Framework**

**Media Relations Strategy, Action Plan,  
and Associated Products**


**RFQ-04-20-002**

**October 10, 2003**

RIF  
Submitted  
10/12  
8p95

To: Ms. Deborah DeVaul  
USDA Forest Service  
1323 Club Drive  
Vallejo, CA 94592  
707-562-8784

From:

  
Jonathan Villet, President  
OneWorld Communications, Inc.

10/10/03  
Date

We are a certified Small Business.

## **Contents:**

### Requested Information for RFQ-04-20-002:

Organizational Experience

Recent Experience:

KMW

CTAP

Other relevant

Key Personnel

Hourly Rates for Selected Job Categories

### Additional Information:

Capability Statement

Customer References

Services

Skill Category Descriptions and Rates

Sample Materials:

KMW video

Taking The High Road

United Nations Media Materials About Forestry and Conservation

Brochures:

Keep Me Wild™

California Telephone Access Program "Amazing Phones"

California Relay Service "Dial 7-1-1"

GSA Fleet

Market Research

Photography

TV, Video and Internet

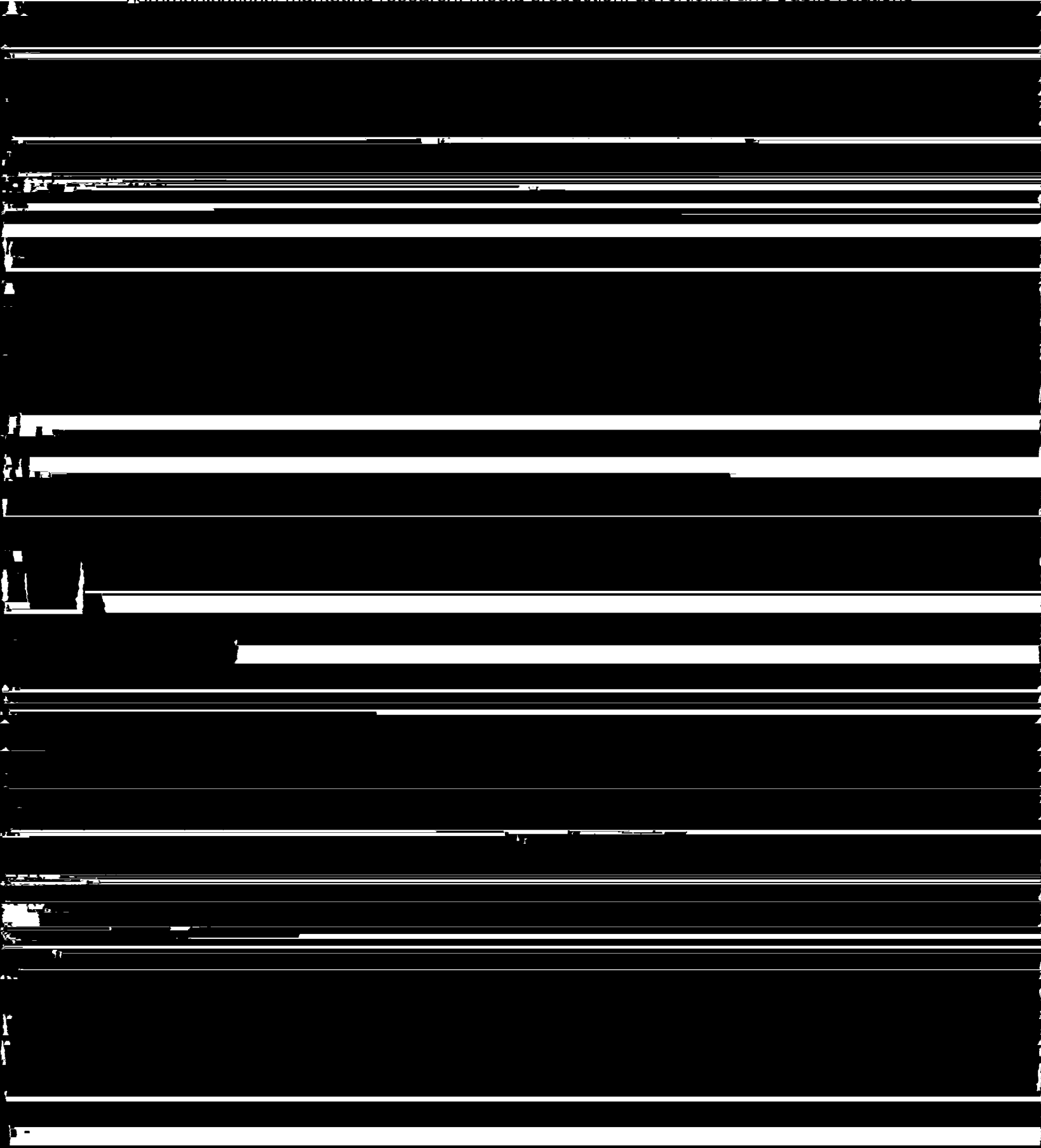
Public Relations and Branding for DDTP

Branding and Organizational Strategy for Council on Aging

GSA Schedule Price List

## **Organizational Experience**

OneWorld Communications, Inc., incorporated in 1994, is a full service marketing-communications, marketing research, media production, advertising and public relations



agree - present problem  
the education

### Keep Me Wild™ Campaign for the California Department of Fish and Game

The California Department of Fish and Game (DFG) faced a growing problem with bears, coyotes, deer, and mountain lions causing damage to property and threats to human safety, after being attracted and habituated to human food and garbage. The issue was exacerbated by several "interest groups" which argued that the DFG was handling animal-human conflicts incorrectly. *bring along, but not decision*

OneWorld Communications (OWC) was hired to create a new strategy and action plan. We clarified the objectives of the campaign to reduce human and wildlife conflicts, to increase

## **"Amazing Phones" campaign for the California Public Utilities Commission (CPUC)**

The California Telephone Access Program (CTAP) of the Deaf and Disabled Telecommunications Program and the CPUC is mandated to provide specialized telephones to the approximately four million Californians with qualifying disabilities. Only about four hundred thousand are currently using them. Many people of various ethnic communities, particularly those who lose their hearing later in life, are unaware of the program or are in denial about their need.

OneWorld Communications (OWC) and CTAP staff determined the following objectives: to acquire new customers for California Telephone Access Program more rapidly, to attract English and Spanish-language speakers and various other ethnic groups, and to develop a "call to action" for consumers to call the CTAP Call Center for an application form or visit local "walk-in" centers for guidance.

OWC created customer-oriented messages with clear calls to action that encourage inquiries and overcome suspicion of scams and user self-denial of need for equipment. The messages are designed to appeal to family members and friends and also members of key ethnic / demographic / disability groups, English and Spanish language communities, African American, Asian, Caucasian, Hispanic, senior, youth, hearing-impaired, deaf, and mobility impaired.

OWC conducted a series of short but intensive campaigns in both metropolitan and rural areas, aimed at gaining high exposure rates to target audiences. We negotiated public service advertising rates and donations. (For example, OWC obtained free transportation advertising space worth \$360,000 in the Los Angeles market, and large discounts in other media.) The multi-media mix multiplied attention through simultaneous use of reinforcing media: newspaper, radio (60 second spots on News/Talk stations), websites, and bus shelters, and public relations activities including English and Spanish radio interviews. We obtained public relations, radio interview programs on several stations at no cost.

The Los Angeles campaign, for example, attracted 18,000 new customers to the CTAP Call Center in a little over three weeks. An 863% increase in the rate of new customer acquisition was achieved, and at the Riverside Service Center, walk-in customers increased 400% during the campaign. The campaign was repeated in San Francisco and Fresno a few months later and similar results were achieved.

The Los Angeles area CTAP campaign planning began in late October, 2002. Major advertising was executed in January 2003. OneWorld Communications was the prime contractor. The project was produced within the total estimated budget of \$713,584.

### **References**

California Telephone Access Program and California Relay Service / "Dial 7-1-1", of the Deaf and Disabled Telecommunications Program (DDTP)

- Barbara Bianchi Kai, Marketing Manager: (510) 302-1100 x 157 [bbkai@ddtp.org](mailto:bbkai@ddtp.org)
- Ms. Shelley Bergum, Executive Director: (510) 302-1100 x 104 [sbergum@ddtp.org](mailto:sbergum@ddtp.org)  
(we provide marketing communications strategy, advertising campaigns, annual report and newsletters creation, public relations events, event booths and displays, various media production projects including TV/video PSA spots, outdoor / transportation advertising)

### Additional Relevant Projects

CA Department of Parks and Recreation, Off Highway Motor Vehicle Recreation (OHMVR)  
~~Division Public Relations Message. We assisted strategically for the imminent publication of~~



## **Summary of Qualifications of Selected Staff & Contractors**

### **Jonathan Villet - Managing Partner / Strategic Marketing and Public Relations**

Jonathan develops and manages all areas of marketing communications and is Point Of Contact for government agencies. He brings 25 years experience including strategic planning, copywriting, creative direction, public relations, cross-cultural communications, and market research and evaluation. In addition to his US-based work, he served as Communications Producer and Project Director for the U.N. Food and Agriculture Organization, in Italy and regional Africa. He produced numerous audio visual programs on forestry and forestry related subjects, among other projects.

### **Fiona McDougall - Managing Partner / Creative Director, Photojournalist**

Fiona has had 20 years international experience in photojournalism, editorial and corporate photography, editing and production of publications. She is a Pulitzer Nominee by The New York Times for feature Photography. She handles communications strategy, media production management, oversees and coordinates design, budgets, deadlines, and print production.

### **Mark Allen - Account Executive, Video Producer & Director**

Mark has over 20 years experience in marketing related management and film and video production. His video work includes marketing and public relations programs for corporations, government, trade and non-profit associations, and issue-oriented programs for national broadcast. He has won a CINE Golden Eagle, among other awards. As Account Executive, he manages marketing, market research and public relations.

### **Barbara Koeth - Public Relations, Editorial Writer**

Barbara researches, strategizes, and writes public relations materials, press kits, feature articles, newsletters, brochures, web pages, and annual reports for audiences ranging from top management to stakeholders and other specific groups. Particularly skilled at explaining complicated or sensitive information, she writes with a crisp, clear and engaging style. She also advises on targeting specific media, and respective journalists and broadcast producers.

### **Edward Flesch - Market Research Director**

Ed has had considerable hands-on and management experience in *all* aspects of marketing research, and with the marketing-related application of research results. He was formerly Director of the Values and Lifestyles (VALS™) Program at SRI International, he was Director, Marketing Research Services, Drackett Division of Bristol-Myers Squibb, and prior to that, held marketing research management positions at Procter & Gamble. He is highly skilled in both qualitative research (e.g. focus groups, interviews) and quantitative research (e.g. surveys).

### **Glenn Randle – Designer**

Glenn consistently delivers innovative print and digital solutions to meet the unique needs of our clients. Involved from conceptualization, art direction, and design to production, photography, and illustration, he successfully addresses aesthetic tastes, technological issues, and psychological concerns, while never losing sight of the client's simpler goal - to clearly communicate an idea to a target audience.

### **Roger Burgner - Production Artist**

Roger's experience encompasses the design process from sketching and refining ideas through production using a variety of graphic arts programs including Photoshop, QuarkXpress, Illustrator, PageMaker, Freehand, and CorelDraw. He has hands-on experience in digital printing and imaging on a variety of CMYK and RGB devices and the ability to work closely with customers and vendors to resolve technical issues.

**As needed, we may draw from other staff to meet your needs.**







Jonathan Villet  
<Jonathan.Villet@owc  
om.com>

10/10/2003 04:49 PM

To: Deborah Devaull <ddevaull@fs.fed.us>  
cc:  
Subject: Re: RFQ-04-20-002 - Media Relations Strategy, Action Plan and  
Associated Products

RIF  
2pgs

Dear Deborah,

We are pleased to make a quotation in response to the above-mentioned RFQ.

Attached please find our Standard Form 18 (filled), cover letter, and quote.

Mentioned in our quote is a list of "Additional Information" intended to assist the evaluating committee to better understand our capabilities, which we are sending under separate cover by FedEx, examples of our marketing and public relations work for other customers (audio visuals, design), a capability statement, detailed description of services, and other information.

I would be grateful to know that you received and could open the attachments to this email, and eventually, that you also received the FedEx.

Thank you for this opportunity to make a proposal. We are happy to answer any questions or even meet with you in Vallejo, without any cost or obligation.

If selected, we look forward to achieving the success of this project for the Forestry Service.

Yours sincerely,

Jonathan Villet  
OneWorld Communications, Inc.  
*Public Service Marketing, Advertising, Media Production and Public Relations*  
Web: [www.owcom.com](http://www.owcom.com)

1874 Fell Street  
San Francisco, CA 94117

Email: [Jonathan.Villet@owcom.com](mailto:Jonathan.Villet@owcom.com)  
Tel: (415) 668-1935  
Fax: (415) 668-1932

*GSA Marketing, Media and Public Information Schedule 738-I Contracts GS-23F-0383K &  
GS-23F-0384K*

At 04:50 PM Thursday 10/9/2003, you wrote:

A question has been raised on how to bid quote. Please bid on a hourly rate. Note timing frame October 15 - November 28, 2003.

Here's a RFQ if interested please respond by the closing date. Thanks, Deb

(See attached file: sf-18.rtf - Sierra Nevada.rtf)(See attached file: Sierra Nevada SOW.doc)(See attached file: Svc.rtf CONTRACT.rtf)

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USDA Forest Service  
Deborah DeVaul  
Contracting Officer  
Acquisition Management Staff  
1323 Club Drive  
Vallejo, CA 94592  
E-Mail - DDeVaul@fs.fed.us  
Voice #707-562-8784 - Fax #707-562-9056

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OWC-Coverletter.pdf OWC-Proposal-RFQ-04-20-002. OWC-sf-18.rtf - Sierra Nevada Filled

<b>REQUEST FOR QUOTATION</b> (THIS IS NOT AN ORDER)			THIS RFQ <input checked="" type="checkbox"/> IS <input type="checkbox"/> IS NOT A SMALL BUSINESS SET- ASIDE		PAGE OF PAGES 1 14	
1. REQUEST NO. <b>RFQ-04-20-002</b>		2. DATE ISSUED <b>10-07-2003</b>		3. REQUISITION/PURCHASE REQUEST NO. <b>Sierra Nevada Framework</b>		4. CERT. FOR NAT.DEF. UNDER BDSA REG. 2 AND/OR DMS REG. 1 ➤
5a. ISSUED BY <b>USDA Forest Service, 1323 CLUB DRIVE, VALLEJO, CA 94592</b>				6. DELIVER BY (Date) <b>November 28, 2003</b>		
5b. FOR INFORMATION CALL (NO COLLECT CALLS)				7. DELIVERY <input type="checkbox"/> FOB DESTINATION		
NAME <b>Deborah DeVaul</b>		TELEPHONE NUMBER AREA CODE <b>707</b> NUMBER <b>562-8784</b>		11-28-2003 <input checked="" type="checkbox"/> OTHER (See Schedule)		
8. TO:				9. DESTINATION		
a. NAME		b. COMPANY		a. NAME OF CONSIGNEE		
c. STREET ADDRESS				b. STREET ADDRESS		
d. CITY				c. CITY		
e. STATE		f. ZIP CODE		d. STATE		e. ZIP CODE
10. PLEASE FURNISH QUOTATIONS TO THE ISSUING OFFICE IN BLOCK 5A ON OR BEFORE 12:00 P.M. OF BUSINESS				IMPORTANT: This is a request for information, and quotations furnished are not offers. If you are unable to quote, please so indicate on this form and return it to the address in BLOCK 5A.		

RIF  
3p95

## **Statement of Work For Sierra Nevada Framework Media Relations Strategy and Action Plan**

### **Scope:**

Sierra Nevada Forest Plan Amendment (SNFPA) Supplemental Final Environmental Impact Statement (FSEIS) and Record of Decision (ROD). These are scheduled to be released on November 21, 2003. This FSEIS and ROD amends the Land and Resource Management Plans for 11 National Forests in the Sierra Nevada Bioregion and encompasses approximately 11 million acres of public land. This decision was preceded by more than 10 years of regional planning efforts aimed at managing species and ecosystems of the Sierra Nevada Bioregion while reducing the wildfire threat to human communities, ecosystems and natural resources. Of more recent note is the report, "Sierra Nevada Forest Plan Amendment – Management Review and Recommendations" (March 2003) which set the stage for this subsequent NEPA analysis and the Draft Supplemental EIS (DSEIS, June 2003). A generally negative, distrustful tone has been established in the media and by some persuasive stakeholders following the release of these two documents.

Some of this information lacks context and scope and/or is a misrepresentation of the facts. Interest in this project is high, both nationally and locally. Stakeholders are highly polarized. Perceptions of risk and uncertainty drive the disagreements rather than technical or scientific data and information.

**Project Objective:** Create a favorable public atmosphere for the decision by presenting early and accurate messages and quick and direct responses to those who oppose the decision.

### **Products:**

- 1) A marketing strategy and action plan which identifies the activities (and their objectives) to be undertaken with the media and stakeholders.
- 2) An information packet (exclusive of printing) containing key facts and messages, with an emphasis on visuals or other tools that helps to convey this information.
- 3) List of key audiences and activity-specific interactions.
- 4) Executive summary of FEIS/ROD
- 5) News Release
- 6) Organize briefings, meetings, or other events identified in the marketing action plan.

**Parameters:**

- 1) Work would be conducted between October 15, 2003 and November 28, 2003.
- 2) Work would be conducted in collaboration with the Interdisciplinary Team (IDT), IDT Team Leader and approved by the Program Manager.
- 3) Coordinate with R5 PAC staff to organize and facilitate briefings by Regional Forester and Project Manager for Forest Service, Department of Agriculture and other federal and state agencies in California and Washington D.C. Coordinate with R5 PAC staff to organize and facilitate news conferences, editorial board meetings or other events as appropriate to implement communication plan. Coordinate with Regional Office PAC staff to post appropriate information on the R5 SNFPA website.
- 4) Coordinate with R5 Tribal Relations Program Manager to consult with affected tribes.
- 5) Work must be completed (allowing time for any printing) by the scheduled release date.
- 6) On-site work in Vallejo or Sacramento will be necessary for a portion of the contract work.

**Evaluation Criteria:**

The Government will award the contract to the offeror whose offer represents the best value to the Government on the basis of: (1) the merits (price) of the offer; and (2) offeror's capability.

Capability: The Government will evaluate a firm's capability from narrative response(s) to the following criteria:

1. Organizational Experience – Provide information on organizational experience on the basis of its breadth, its depth and it's relevance to the work that will be required under the prospective contract. Not to exceed one page.
2. Key Personnel – Provide a description of the experience and capability for each of the key personnel on your proposed project team. Descriptions shall address such items as the individual's background, education, work experience, and accomplishments. Not to exceed one page.
3. Recent Experience – Provide past performance of three relevant jobs within the last twelve months. Note, if you have been involved in only one project within the last twelve months, elaborate on it.

For each project, provide the following information (not to exceed one page per project):

- Briefly describe the project
- Provide dates of performance
- Indicate whether you were the prime or subcontractor
- Award amount of contract and if completed, the final amount
- Reference: Name of the firm or owner, name of the point of contact, address and phone number

RIF!  
2p95

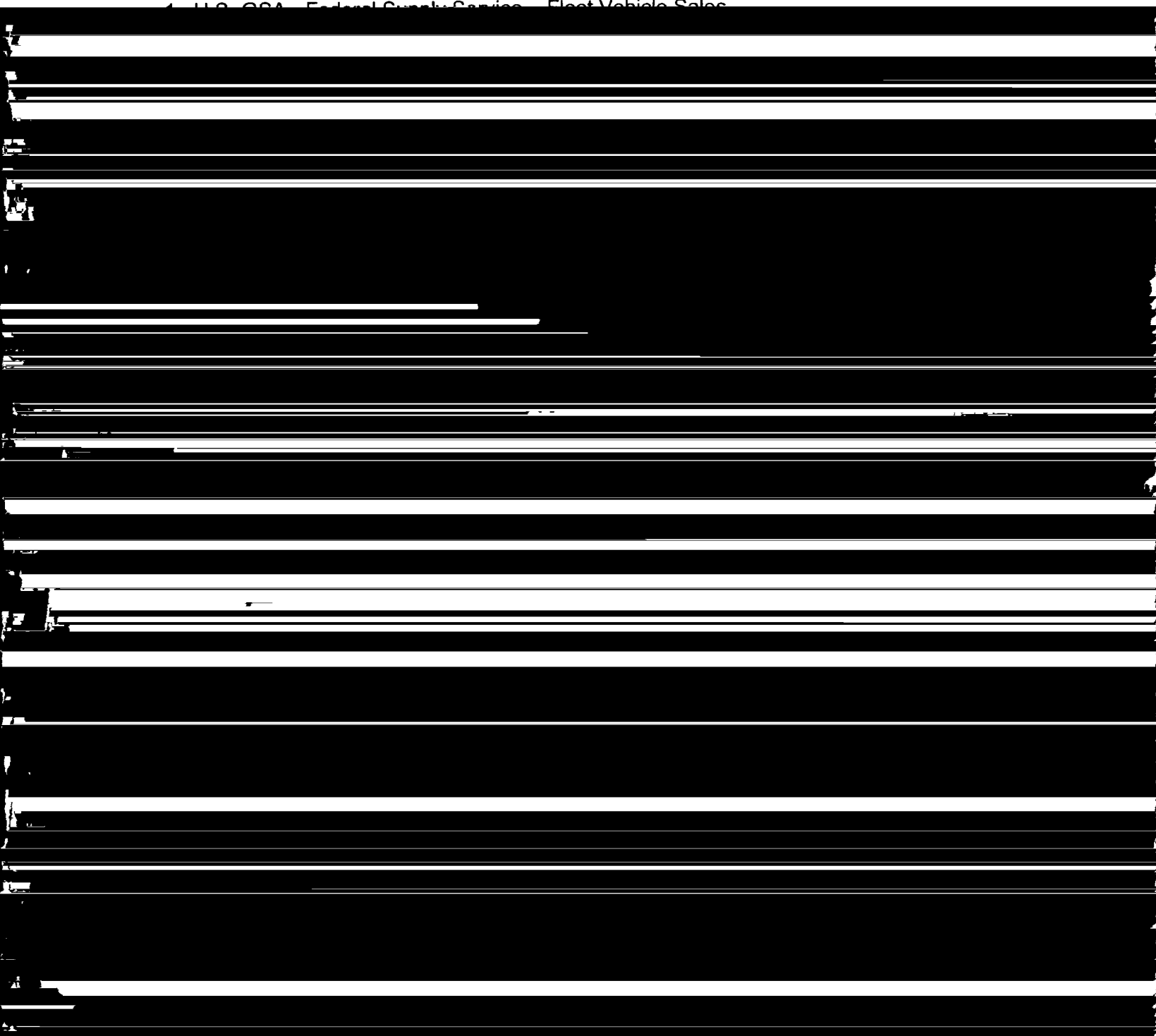


OneWorld Communications, Inc.

### Twelve Customer References

Our customers are also listed both on our Web-site ([owcom.com](http://owcom.com)) and in our Capability Statement. Please feel free to ask any of them about our performance.

1. U.S. GSA - Federal Supply Service - Fleet Vehicle Sales



6. CA Department of Fish and Game (Endangered Species and Protection Program  
– CA Tax Form, Line 54 Contributions; and Keep Me Wild™ campaign)
  - Lorna Bernard, (916) 653-0991, lbernard@dfg.ca.gov  
(we provide statewide advertising campaigns including creating a strategy,  
slogan, logo, video / TV spots, radio scripts, newspaper ad and making  
public service airtime solicitations)
7. California Relay Service / "Dial 7-1-1", California Telephone Access Program,  
of the Deaf and Disabled Telecommunications Program (DDTP)  
Barbara Bianchi, Keis Marketing Manager, (510) 302-1100 x 157



## FEDERAL SUPPLY SCHEDULE PRICE LIST

# MARKETING, MEDIA AND PUBLIC INFORMATION SERVICES

RIF 5p95

OneWorld Communications, Inc. • San Francisco

www.owcom.com

### OneWorld Communications

is a full-service firm to achieve your marketing, media and public information objectives.

Ask for a project large or small. You'll benefit from our complete menu of expertise, creativity and all the powerful tools of our trade.

**Count on Best Value from us.** We specialize in:

- Assisting government and non-profits;
- Addressing unique western USA markets;
- Choosing from all the available tools to achieve your goal.

OneWorld Communications was incorporated in 1994. Our Managing Partners and Associates



**FCXA-S7-990001-N**

**FSC Class:** 738 Part I

**Contract Numbers:** GS-23F-0383K and  
GS-23F-0384K

**Contract Period:** August 14, 2000 through  
July 31, 2005

**Contractor**

OneWorld Communications, Inc.  
1874 Fell Street  
San Francisco, CA 94117-2021

**CUSTOMER INFORMATION**

1a. Table of Award Special Item Numbers (SINs)

Government purchase cards and/or  
special credit cards both above and



GS-23F-0383K

CONTRACT SERVICES PRICE LIST - YEAR 2000

OTHER DIRECT COSTS

\$ 720.20 Radio spot recording Recording studio - 3

## OTHER DIRECT COSTS - continued

**\$20,530.30 Video production:**

**Total** 15-minute video, BetacamSP broadcast quality, 80 VHS copies

\$ 1,616.16 Pre-production - video crew planning

\$10,631.31 Production costs - 2 days crew location shoot, Betacam SP, 2 actors, no travel.

\$7,222.22 Post-production costs - digital editing /graphics, voice-over, music license, dubbing

\$ 757.58 Close-captioning - Video program - 8 min. BetacamSP broadcast quality.

**\$23,737.37 Video program - 8 min.**

BetacamSP broadcast quality  
Video crew pre-production & production (2 location shoots, 1/2 day each, no extended travel, BetacamSP), post-

**\$14,630.15 Publication printing** - 2500 copies, Cover + 26 pages, 8.5 x 11 inches, 2 PMS + Satin aqueous coating/2S, 100 lb. Endeavor Velvet Book, score cover, gatefold, saddle-stitch, shrink wrap, box, deliver in local area, with A.C.s (authorized corrections), sales tax.

**\$ 72.48 Shipping** 5 lbs. Printed material from printer (San Francisco, CA 94108) to client (Danville, CA 94506), express weekday service.

**Awarded ODC's** are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower/higher price for specific requirements. OneWorld Communications is advised that based on the specific task identified at the task order level, **Clause 552.238-75 Price Reductions** may

OneWorld Communications, Inc.  
San Francisco  
www.owcom.com

**SKILL CATEGORY DESCRIPTIONS AND RATES**

**PROJECT MANAGEMENT**

**Project Management - Level I**

**Job Description:** Works with clients and other experts in a leadership role to formulate and articulate overall marketing communications objectives, strategy, work plan, budgets, key messages, audience profiles, and other related components of marketing communications programs and projects. Leads, manages and takes final responsibility for the effectiveness and timely delivery of these programs and projects which variously may include market research, strategic market planning, branding, identity, positioning, creative direction, message-making, various kinds of media production (graphic design, video, film, audio, Web, photography and others), advertising, direct mail, promotion, media analysis and buying, public relations and other areas as needed.

**Minimum/General Experience:** 12 years of directly related experience in multiple areas of marketing communications management with demonstrated outputs.

**Minimum Education:** Qualifications at this level include a Bachelors degree, or as an equivalent, an additional 2 years direct experience in marketing communications management.

**Project Management - Level II**

**Job Description:** Works with client and other experts to formulate and articulate overall marketing communications objectives, strategy, work plans, budgets, key messages, audience profiles, and other related components of marketing communications programs and projects. Leads, manages and takes final responsibility for the effectiveness and timely delivery of these programs and projects which variously may include market research, strategic market planning, branding, identity, positioning, creative direction, message-making, various kinds of media production (graphic design, video, film, audio, Web, photography and others), advertising, direct mail, promotion, media analysis and buying, public relations and other areas as needed.

RIF  
3/1/11  
24 pgs

### **Project Management - Level III**

**Job Description:** Works with project manager, client and other experts to elaborate and detail marketing communications objectives, strategy, work plans, budgets, key messages, audience profiles, and other related components of marketing communications programs and projects. Coordinates and takes operational responsibility for the effectiveness and timely delivery of these programs and projects which may variously include market research, strategic market planning, branding, identity, positioning, creative direction, message-making, various kinds of media production (graphic design, video, film, audio, Web, photography and others), advertising, promotion, direct mail, media analysis and buying, public relations and other areas as needed.

**Minimum/General Experience:** 4 years of directly related experience in multiple areas of marketing communications management.

**Minimum Education:** Qualifications at this level include a Bachelors degree, or as an equivalent, an additional 2 years direct experience in marketing communications management.

### **Project Management - Level IV**

**Job Description:** Under the supervision of senior staff, assists in the coordination and the fulfillment of marketing communications objectives, strategy, work plans, budgets, key messages, audience profiles, and other related components of marketing communications programs and projects. Assists, coordinates and monitors the day-to-day effective and timely delivery of activities such as market research, planning, branding, identity, positioning, creative direction, message-making, various kinds of media production (graphic design, video, film, audio, Web, photography and others), advertising, promotion, direct mail, media analysis and buying, public relations and other areas as needed.

**Minimum/General Experience:** 1 year of directly related experience in multiple areas of marketing communications coordination.

**Minimum Education:** Qualifications at this level include a Bachelors degree, or as an equivalent, an additional year direct experience in marketing communications management.

## **CREATIVE DIRECTION**

### **Creative Direction - Level I**

**Job Description:** Works with clients to develop creative strategies that articulate and visualize key messages, address the audience profile, and meet objectives. Creatively advises managers and planners, and provides art direction to media producers including photographers, graphic designers, writers, moving media producers, public relations specialists and others. If needed, creatively directs complex media production processes

taking overall creative responsibility for inputs such as actors, props, sets, colors, music, art, images, words and other elements, and that the final products are delivered on time and on budget (a.k.a. Executive Creative Director, Executive Producer).

**Minimum/General Experience:** 12 years of directly related experience in making messages and images, or equivalent demonstrated creative talent.

**Minimum Education:** Qualifications at this level include a Bachelors degree or 2 additional years of on-the-job training and experience.

### **Creative Direction - Level II**

**Job Description:** Works with clients to develop creative strategies that articulate and visualize key messages, address the audience profile, and meet objectives. Creatively advises managers and planners, and provides art direction to media producers including photographers, graphic designers, writers, moving media producers, public relations specialists and other experts, if so needed, creatively directs complex media production processes taking overall creative responsibility for inputs such as actors, props, sets, colors, music, art, images, words and other elements, and that the final products are delivered on time and on budget (a.k.a. Creative Director, Producer).

**Minimum/General Experience:** 8 years of directly related experience in making messages and images or equivalent demonstrated creative talent.

**Minimum Education:** Qualifications at this level include a Bachelors degree or 2 additional years on-the-job training and experience.

### **Creative Direction - Level III**

**Job Description:** Assists the Creative Director or other experts in still or moving media productions to detail creative aspects to help articulate and visualize key messages, address the audience profile, and meet objectives. Assists in the coordination of the media production process taking overall responsibility for various details related to



## **QUALITATIVE RESEARCH (MARKET RESEARCH)**

### **Qualitative Research - Level I**

**Job Description:** Works with clients and other experts in a leadership role to define and refine qualitative research objectives based upon client informational needs and the anticipated use of research findings. As needed, carries out secondary data and background research. Insures the appropriateness of qualitative research in a specific situation, determines the most appropriate information gathering methodology, e.g., focus groups, or one-on-one in-depth interviews, defines research participant eligibility qualifications, selects geographic locations, and establishes service provider selection criteria. Maintains overall supervisory responsibility for key project-related tasks including development of the respondent screening/recruitment questionnaire, obtaining fieldwork supplier/facility cost/timing estimates, establishing respondent incentive levels, fieldwork supplier selection, participant recruitment, creation of the discussion/interview guide, selection of a focus group moderator/one-on-one in-depth interviewer or, as necessary, moderating focus group sessions/conducting one-on-one in-depth interviews, monitoring spending versus budgets, preparation of a topline report, and writing/revising the final report (a.k.a. Senior Market Researcher).

**Minimum/General Experience:** 12 years of directly related experience in qualitative research project management with demonstrated outputs.

**Minimum Education:** A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration.

### **Qualitative Research - Level II**

**Job Description:** Works with clients and other experts to help define and refine qualitative research objectives based upon client informational needs and the anticipated use of research findings. As needed, carries out secondary data and background research. Insures the appropriateness of qualitative research in a specific situation, determines the most appropriate information gathering methodology, e.g., focus groups, or one-on-one in-depth interviews, defines research participant eligibility qualifications, selects geographic locations, and establishes service provider selection criteria. Maintains supervisory responsibility for key project-related tasks including development of the respondent screening/recruitment questionnaire, obtaining fieldwork supplier cost/timing estimates, establishing respondent incentive levels, fieldwork supplier selection, participant recruitment, creation of the discussion/interview guide, selection of a focus group moderator/one-on-one in-depth interviewer or, as necessary, moderating focus group sessions/conducting one-on-one in-depth interviews, monitoring spending versus budgets, preparation of a topline report, and writing/revising the final report (a.k.a. Market Researcher).

**Minimum/General Experience:** 8 years of directly related experience in qualitative research project management with demonstrated outputs.

**Minimum Education:** A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration.

### **Qualitative Research - Level III**

**Job Description:** Works with project manager, clients and experts to elaborate and detail qualitative research objectives based upon client informational needs and the anticipated use of research findings. For formal research, maintains direct responsibility for key project-related tasks including development of the respondent screening/recruitment questionnaire, obtaining fieldwork supplier cost/timing estimates, establishing respondent incentive levels, fieldwork supplier selection, participant recruitment, creation of the discussion/interview guide, selection of a focus group moderator/one-on-one in-depth interviewer, monitoring spending versus budgets. For informal research, carries out secondary data and background research, and subject-matter investigation.

**Minimum/General Experience:** For formal research, 4 years of directly related experience in qualitative research project management with demonstrated outputs. For informal research, 4 years directly related experience in marketing communications.

**Minimum Education:** For formal research, a Bachelors degree preferably in psychology, sociology, measurement, marketing, or business administration. For informal research, a Bachelors degree or an additional 2 years on the job training.

### **Qualitative Research - Level IV**

**Job Description:** Under the supervision of senior staff for formal research, assists in the coordination and monitoring of day-to-day developments related to project tasks including development of the respondent screening/recruitment questionnaire, obtaining fieldwork supplier cost/timing estimates, establishing respondent incentive levels, fieldwork supplier selection, participant recruitment, creation of the discussion/interview guide, selection of a focus group moderator/one-on-one in-depth interviewer, and monitoring spending versus budgets. For informal research, carries out secondary data and background research, and subject-matter investigation.

**Minimum/General Experience:** 1 year of directly related experience in qualitative research project management with demonstrated outputs.

**Minimum Education:** For formal research, a Bachelors degree preferably in psychology, sociology, measurement, marketing, or business administration. For informal research, a Bachelors degree or an additional 2 years on the job training.

## **QUANTITATIVE RESEARCH (MARKET RESEARCH)**

### **Quantitative Research - Level I**

**Job Description:** Works with clients and other experts in a leadership role to help define and refine quantitative research objectives based upon client informational needs and the anticipated use of research findings. As needed, carries out secondary data and background research. Insures the appropriateness of quantitative research in a specific situation, determines the most appropriate information gathering methodology and data tabulation/analysis technique, defines research participant eligibility qualifications, establishes sample size, selects geographic locations, and establishes interviewing and tabulation provider selection criteria. Maintains overall supervisory responsibility for key project-related tasks including development of the questionnaire, obtaining fieldwork supplier cost/timing estimates, fieldwork supplier selection, monitoring fieldwork progress, as well as spending versus budgets, preparation of a topline report, and writing/revising the final report.

**Minimum/General Experience:** 12 years of directly related experience in quantitative research project management with demonstrated outputs.

**Minimum Education:** A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration.

### **Quantitative Research - Level II**

**Job Description:** Works with clients and other experts to help define and refine quantitative research objectives based upon client informational needs and the anticipated use of research findings. As needed, carries out secondary data and background research. Insures the appropriateness of quantitative research in a specific situation, determines the most appropriate information gathering methodology and data tabulation/analysis technique, defines research participant eligibility qualifications, establishes sample size, selects geographic locations, and establishes interviewing and tabulation provider selection criteria. Maintains supervisory responsibility for key project-related tasks including development of the questionnaire, obtaining fieldwork supplier cost/timing estimates, fieldwork supplier selection, monitoring fieldwork progress, as well as spending versus budgets, preparation of a topline report, and writing/revising the final report.

**Minimum/General Experience:** 8 years of directly related experience in quantitative research project management with demonstrated outputs.

**Minimum Education:** A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration.

### **Quantitative Research - Level III**

**Job Description:** Works with clients and other experts to elaborate and detail quantitative research objectives based upon client informational needs and the anticipated use of research findings. Maintains direct responsibility for key project-related tasks including development of the questionnaire, obtaining fieldwork supplier cost/timing estimates, fieldwork supplier selection, monitoring fieldwork progress, as well as spending versus budgets. As needed, carries out secondary data and background research.

**Minimum/General Experience:** 4 years of directly related experience in quantitative

## **Marketing Planning – Level II**

**Job Description:** Works with clients and other experts to develop a marketing communications plan and strategy including as needed, market research, objectives, marketing mix, identity and branding, positioning, messages, channels and, as needed, the refinement of these same ideas, concepts, products and services.

effective and cost-efficient delivery of messages. Draws up media plans and budgets, develops distribution lists, as needed with other experts. Provides and supervises media research activities utilizing on-line media databases, editorial calendars, media kits, direct mail lists and other resources.

**Minimum/General Experience:** 8 years experience in media and marketing communications programs, with capability to utilize on-line media databases and other resources.

**Minimum Education:** Qualifications at this level may include a Bachelors degree, or equivalent on the job training related to the task.

### **Media Research - Level II**

**Job Description:** Works with clients and other experts to identify, research, analyze, and recommend strategic media channels and outlets for advertising, public relations, publicity efforts and other purposes in a marketing communications program. For public relations, researches, provides strategic insight for media profiles and recommends specific broadcast producers, editors and journalists as appropriate to receive information useful for their respective audiences. For advertising purposes, likewise advises on specific media channels and outlets for potentially the most effective and cost-efficient delivery of messages. Draws up media plans and budgets, develops distribution lists, as needed with other experts. Provides and supervises media research activities utilizing on-line media databases, editorial calendars, media kits, direct mail lists and other resources.

**Minimum/General Experience:** 4 years experience in media and marketing communications programs with capability to utilize on-line media databases and other resources.

**Minimum Education:** Qualifications at this level may include a Bachelors degree, or on the job training related to the task.

### **Media Research - Level III**

**Job Description:** Works with clients and other experts to identify, research, analyze, and recommend strategic media channels and outlets for advertising, public relations, publicity efforts and other purposes in a marketing communications program. For public relations, researches, provides strategic insight for media profiles and recommends specific broadcast producers, editors and journalists as appropriate to receive information useful for their respective audiences. For advertising purposes, likewise advises on specific media channels and outlets for potentially the most effective and cost-efficient delivery of messages. Draws up media plans and budgets, develops distribution lists, as needed with other experts. Provides and supervises media research activities utilizing on-line media databases, editorial calendars, media kits, direct mail lists and other resources.

**Minimum/General Experience:** 2 years experience in media and marketing communications programs, or equivalent demonstrated experience with capability to utilize on-line media databases and other resources.

**Minimum Education:** Qualifications at this level may include a Bachelors degree, or on the job training with demonstrated skills.

**Media Research - Level IV**

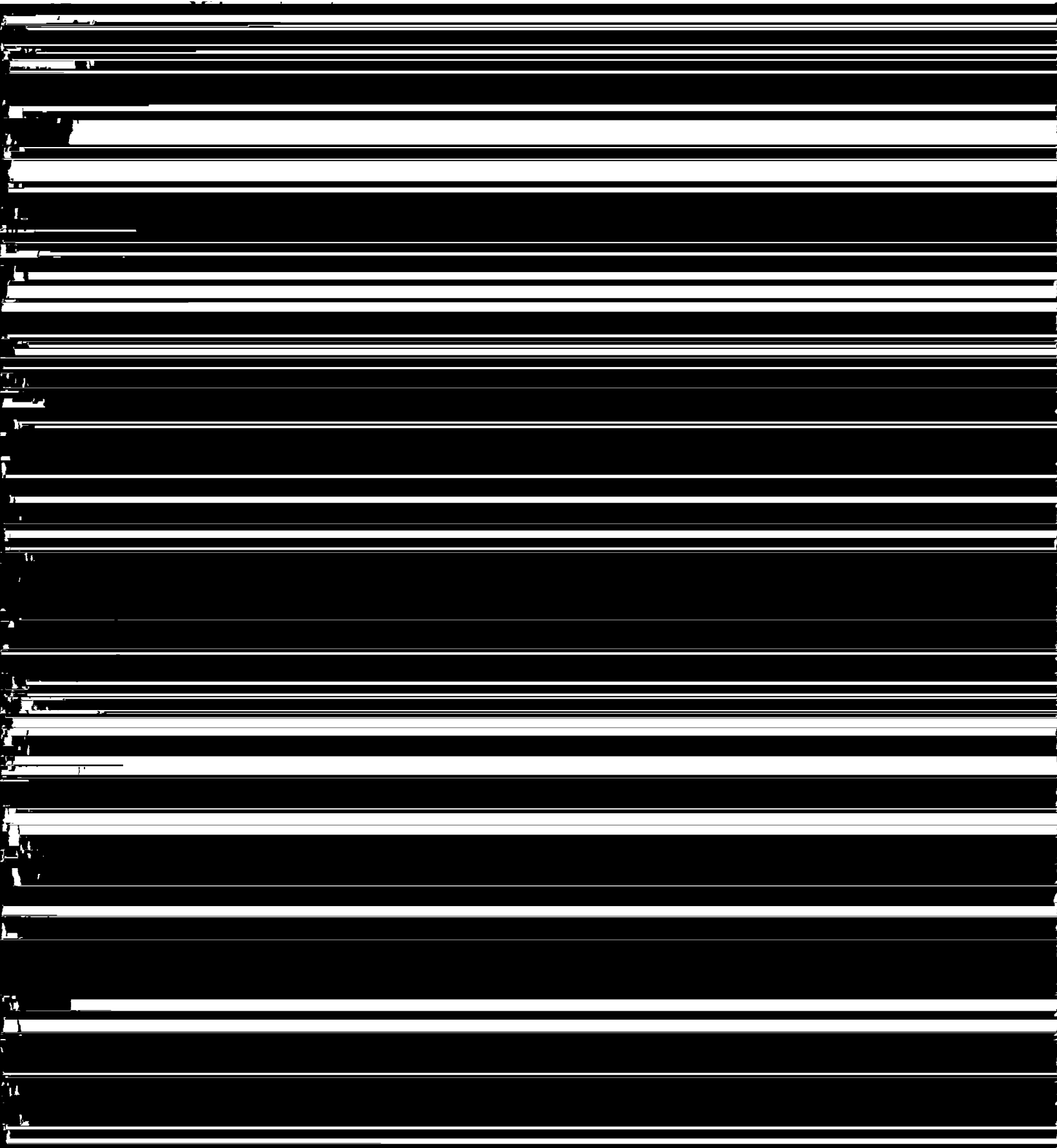
**Job Description:** Supervised by senior staff, assists in the identification, researching, analysis and recommendation of strategic media channels and outlets for advertising, public relations, publicity efforts and other purposes in a marketing or communications

## **Media Buying - Level II**

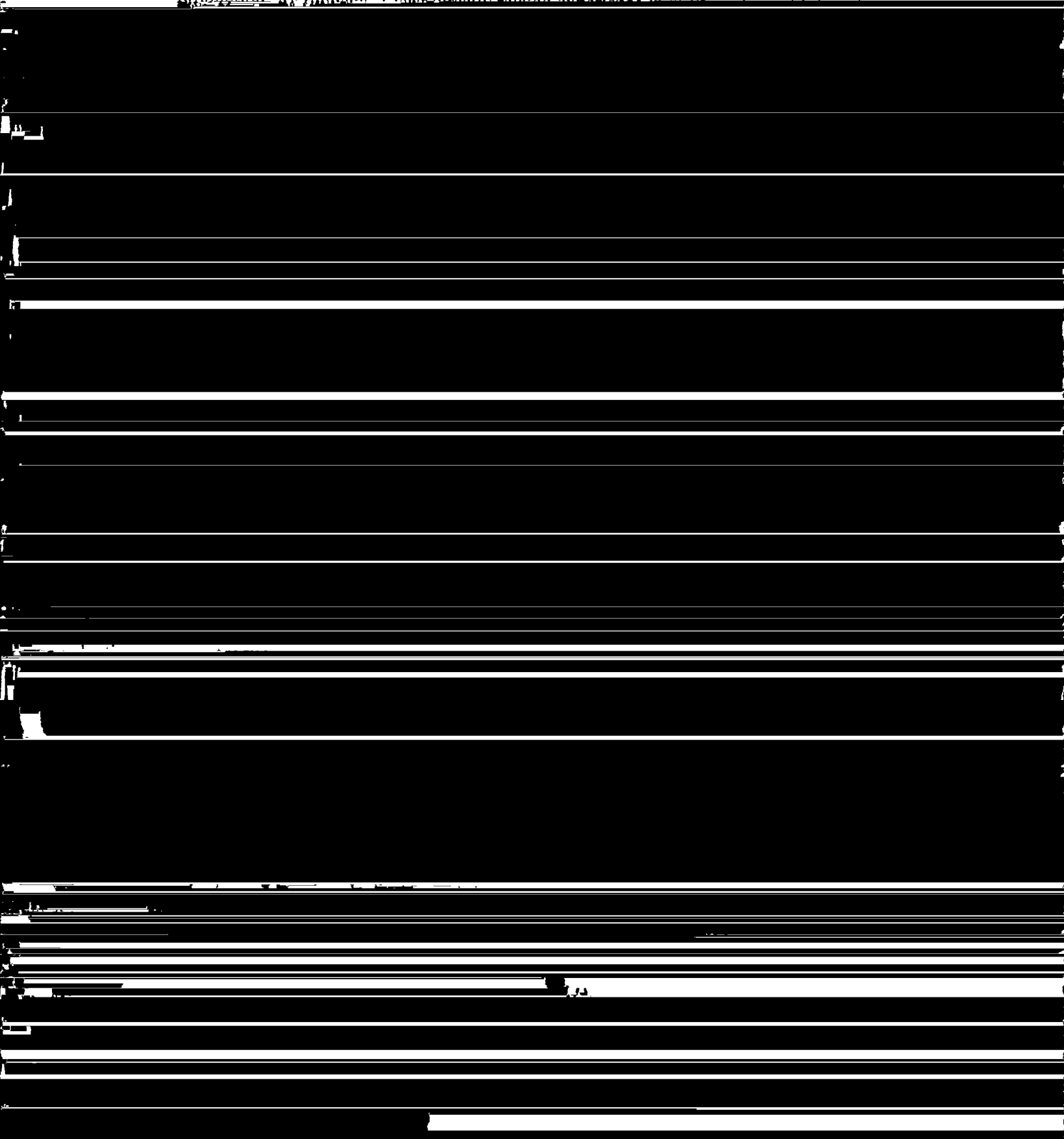
**Job Description:** Works with clients and other experts to select, negotiate and purchase advertising space, broadcast airtime or direct mail lists to maximize cost-efficiency and/or obtain significant cost-savings for clients. Works with or provides media research, considers and assesses media buying options, develops budgets, negotiates media purchase contracts, generates print / broadcast / new media insertion orders, tracks placement, reviews media billing, etc.



scale or complex shoots with overall responsibility for actors, sets, crews, and equipment, oversees client concerns, assures that any needed modifications are executed efficiently and effectively, and assures that the final products are delivered on time and on budget.



**Minimum/General Experience:** 3 years of direct experience in media production related to task, such as film, television, photography, design, direct mail and other types of production. ~~As relevant, 1 year directly related experience in marketing and Internet~~



**Minimum/General Experience:** Eight years of experience creating designs, performing production work and managing design projects, or equivalent demonstrated talent. For web-site design, a thorough knowledge of HTML programming is essential and a working knowledge of JavaScript programming is beneficial.

**Minimum Education:** Qualifications may include an undergraduate degree preferably within a design study program.

### **Graphic Design (also Web) – Level II**

**Job Description:** Works with clients and other experts to establish the conceptual and stylistic direction for a project, in order to articulate key messages, address the audience profile, and meet objectives for projects utilizing graphic design, typography and still / moving images for collateral material, environmental graphics, books and magazines, corporate identity, film titling and multimedia interfaces, web-sites other graphic applications. Has final design authority to be fully responsible for successful design solutions from concept to completion. As necessary, the senior designer directly provides artwork and/or orchestrates the work of other designers, production artists, photographers, illustrators, prepress technicians, printers and other experts involved in the development of a project, including comps, layouts and final art. Is responsible for selecting vendors and directing the quality of their final outputs. For web-sites, may develop custom programs to extend the function of a website, and oversee maintenance. (a.k.a. Graphic Designer / Web Developer).

**Minimum/General Experience:** Four years of experience creating designs, performing production work and managing design projects, or equivalent demonstrated talent. For web-site design, a thorough knowledge of HTML programming is essential and a working knowledge of JavaScript programming is beneficial.

**Minimum Education:** Qualifications generally include an associate or bachelors degree, a technical certificate or diploma, within a design program.

### **Graphic Design (also Web) – Level III**

**Job Description:** Assists the graphic designer and other experts as a production artist to produce layouts including type and color, working proficiently in specified software programs such as Quark, PageMaker, Photoshop, Illustrator and others. For Web-sites, is responsible for site navigation design, visual execution, and maintaining or updating the website once it is completed by adding new content, illustrations or features. Responsibilities also include producing final files that image properly to film, coordinating with vendors, archiving and other related design project tasks. (a.k.a. Production Artist, Web Production Artist / Editor).

**Minimum/General Experience:** At least two years of experience working with designers to create high-quality designs. For web-site projects, knowledge of HTML

programming is essential, and working knowledge of JavaScript / other programming is beneficial.

**Minimum Education:** Qualifications generally include two years of computer software study, and formal or informal training in design, typography and web-site production as needed.

## **COPYWRITING / SCRIPTWRITING**

### **Copywriting / Scripting – Level I**

**Job Description:** Works with clients and other experts in a leadership role to create and refine key messages in copy or scripts to achieve communications objectives. Provides high-level and original theme development, creative ideas, texts and visualizations to be utilized to create a variety of media. This includes studying information, ideas, services and products in order to determine and advise on how to best define and present them, including related strategic advice and planning regarding appeal, media, channels, style, editorial design and other elements. Creatively writes names, slogans, headlines, body copy, public relations pieces and scripts for radio, television, video and film, direct mail, presentations, signage, suitable for published use in the relevant group and mass media. (a.k.a. Senior Copywriter / Scriptwriter).

**Minimum/General Experience:** 8 years experience copywriting or scripting, or equivalent demonstrated talent.

**Minimum Education:** Bachelor's degree in advertising, communications, journalism, or related field.

**Job Description:** Guided by a project manager, creative director or other experts, creates and refines key messages in copy or scripts to achieve communications objectives. Provides original theme development, creative ideas, texts and visualizations to be utilized to create a variety of media. This includes studying information, ideas, services and products in order to determine and advise on how to best define and present them, including related strategic advice and planning regarding appeal, media, channels, style, editorial design and other elements. Creatively writes names, slogans, headlines, body copy, public relations pieces and scripts for radio, television, video and film, direct mail, presentations, signage, suitable for published use in the relevant group and mass media. (a.k.a. Copywriter / Scriptwriter).

**Minimum/General Experience:** 2 years experience copywriting or scriptwriting, or equivalent demonstrated talent.

**Minimum Education:** Bachelors degree or on the job training with demonstrated talent.

### **Copywriting / Scripting – Level IV**

**Job Description:** Guided by a project manager, creative director or other experts, elaborates key messages in copy or scripts to achieve communications objectives. Provides theme development, creative ideas, texts and visualizations to be utilized to create a variety of media. This includes studying information, ideas, services and products in order to determine and advise on how to best define and present them, including related strategic advice and planning regarding appeal, media, channels, style, editorial design and other elements. Creatively assists in the writing of names, slogans, headlines, body copy, public relations pieces and scripts for radio, television, video and film, direct mail, presentations, signage, suitable for published use in the relevant group and mass media. (a.k.a. Copywriter / Scriptwriter).

**Minimum/General Experience:** 1 year experience copywriting or scriptwriting, or equivalent demonstrated talent.

**Minimum Education:** Bachelors degree or on the job training with demonstrated talent.

## **PHOTOGRAPHY**

### **Photography - Level I**

photography with demonstrated outputs.

#### Photography - Level II

**Job Description:** Conceptualizes the best way of portraying a story, concept, campaign, product or service in photography. Works with available editors, reporters, graphic designers, creative directors, media producers and other creative people to achieve desired images and bring out the inner quality of the subject. As needed, directs actors, props and sets, and guides non-actors being photographed helping them feel comfortable; supervises or provides lighting to achieve the desired effect.

Advises on which type of film is appropriate for each project, and capable to utilize with major medium and large formats, positive, negative, color and black and white films, is familiar with processing, and is likewise familiar with digital formats. Ability to manage and direct photographic assistants. Advises on or draws up budgets.

**Minimum/General Experience:** 4 years of directly related experience in editorial or corporate photography or photojournalism, or equivalent demonstrated talent.

**Minimum Education:** Qualifications at this level include a Bachelors degree or technical diploma or certificate in photography / graphic arts, or as an equivalent, at least 1 year additional experience in photography with demonstrated outputs.

### PHOTO EDITING

**Job Description:** Reviews photo collections, selects and recommends specific photographs / images to achieve communication objectives within media productions. As available, works with managers, editors, writers, graphic designers, creative directors, media producers and other creative people. As necessary researches photo archives, stock photography collections and makes purchases. Manages relationships with various image partners. Assists in the creation of effective and creative multimedia presentations. Assists in the documentation and periodic review of end-of-production processes, streamlining workflow as possible. Responsible for maintaining all photographic files, and organizing photo collections for future reference. As necessary provides some photo scanning and basic photo manipulation utilizing graphics software.

**Minimum/General Experience:** 2 years of experience in photographic editing or a related photo / image selection process with demonstrated outputs.

**Minimum Education:** Qualifications at this level may include a Bachelors degree or technical diploma or certificate in photography / graphic arts, or as an equivalent, at least 2 years additional experience in photography or photo editing with demonstrated outputs.

### PUBLIC RELATIONS / MEDIA RELATIONS

#### PR/Media Relations - Level I

**Job Description:** Works with clients and other experts in a leadership role to conceptualize and strategize public relations services and campaigns. Advises regarding targeting specific media, and respective editors, journalists and broadcast producers for

purposes of public relations, public awareness and publicity efforts. Supervises or directly writes public relations materials, including media alerts, press kits, feature articles, newsletters, brochures, and web pages to provide consistent messages to target audiences. Directly provides or supervises the research and creation of media lists; supervises distribution of materials to these lists, and follows up with high level contacts. Provides clients with quantified outputs and analysis to ensure continued consistent messaging. Stages and manages press conferences. Schedules broadcast and/or print interviews.

Minimum/Current LE

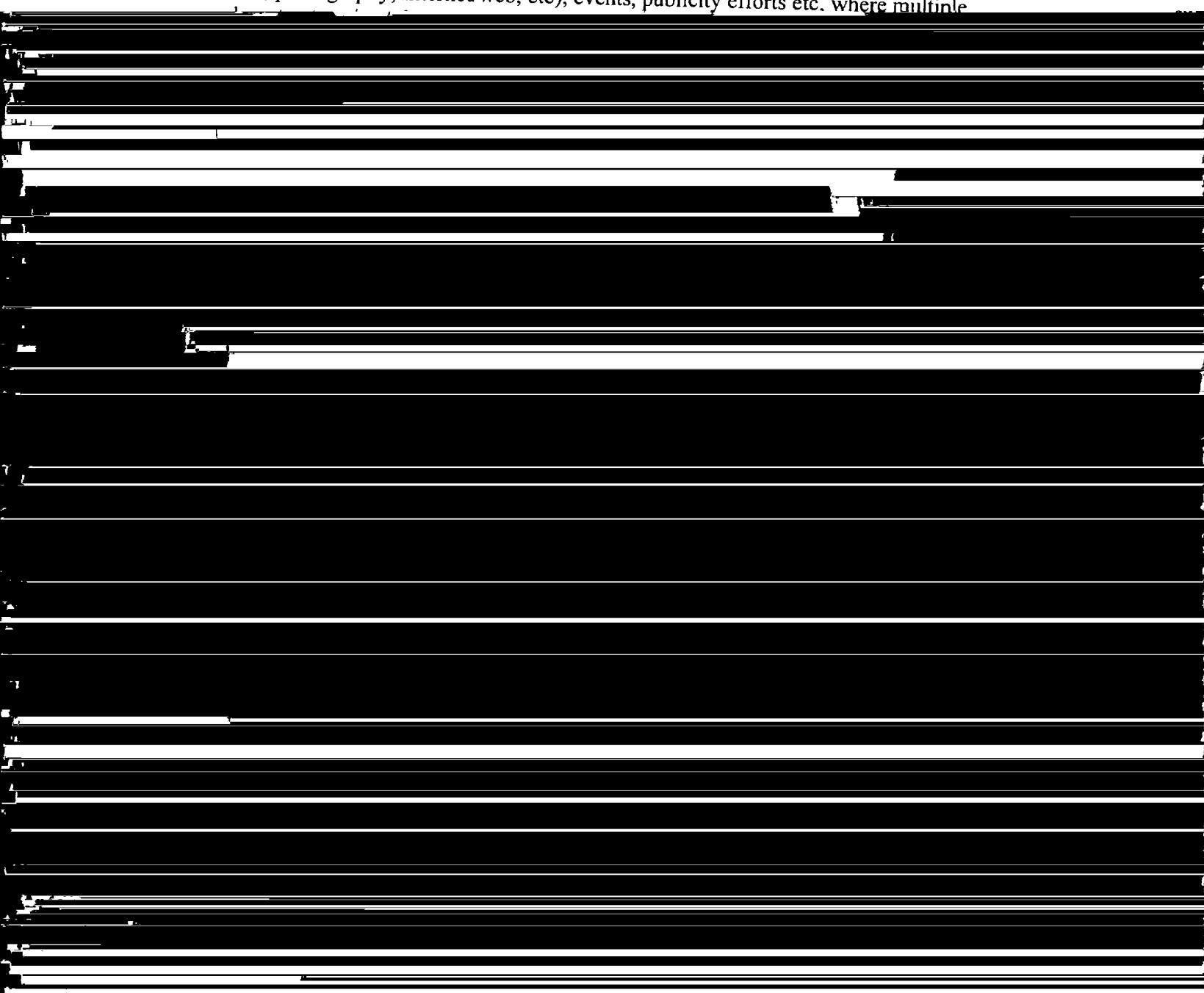
conferences run smoothly. Provides backup support in scheduling broadcast and/or print interviews.

**Minimum/General Experience:** 2 years of directly related experience in public/media relations or marketing communications with demonstrated outputs, or equivalent demonstrated talent.

**Minimum Education:** Qualifications at this level include a Bachelors degree, or as an equivalent, an additional year on the job training and experience.

### **EXTRA ACCOUNTANCY / A/R MANAGEMENT**

**Job Description:** As a member of the marketing communications team, for large and/or complex projects of marketing communications, advertising, media production (design, video, photography, Internet/web, etc), events, publicity efforts etc. where multiple





## **EXTRA ADMINISTRATIVE SUPPORT SERVICES**

### **Extra Admin Support Services – Level I**

**Job Description:** As a member of the marketing communications team, provides extra administrative support for large or complex projects of marketing communications, advertising, media production (design, video, photography, Internet/web, etc), events, publicity efforts, where multiple subcontractors / purchases / vendors / detailed schedules are involved (e.g. advertising space, publications, talent, venues, rentals, transport, costumes, travel, subcontracted technicians / services, etc.), provides administrative support for any number of requirements such as research and coordination, compilation of documentation, tracking administrative paperwork, coordination, follow-up, making special arrangements, purchasing supplies and services, and other support activities.

**Minimum/General Experience:** At least 1 year direct experience in providing support to marketing communications, media production or public relations work, and one year progressively responding directly to clients and experts.

**Minimum Education:** Qualifications at this level may include a university degree or a technical certificate, diploma or degree, or at least 2 years on-the-job training.

### **Extra Admin Support Services – Level II**

**Job Description:** Under supervision of more senior staff, and as a member of the marketing communications team, provides extra administrative support for large or complex projects of marketing communications, advertising, media production (design, video, photography, Internet/web, etc), events, publicity efforts, where multiple subcontractors / purchases / vendors / detailed schedules are involved (e.g. advertising space, publications, talent, venues, rentals, transport, costumes, travel, subcontracted technicians / services, etc.), provides administrative support for any number of requirements such as research and coordination, compilation of documentation, tracking administrative paperwork, coordination, follow-up, making special arrangements, purchasing supplies and services, and other support activities.

**Minimum/General Experience:** At least 6 months progressive experience in providing support to marketing communications, media production or public relations work.

**Minimum Education:** Qualifications at this level may include a university degree or a technical certificate, diploma or degree, or at least 6 months on-the-job training.

## **ATTACHMENT C**

### **SKILL CATEGORY DESCRIPTIONS**

#### **MEDIA STUDIO**

##### **Video Editing w/ Avid Equipment I**

Online editing with high end Avid system with Media Production III level editor, or equivalent. Finishing with titling, color correction, motion effects, motion graphics, DVE, and audio mixing and EQ. Mastering to tape. Sources included are BetaSP, DVCAM, MiniDV, SVHS, and VHS. Digital Beta available at additional cost.

##### **Video Editing w/ Media 100 Equipment II**

Offline editing with Media100I XS system with Media Production IV level editor, or equivalent. Digitizing, organizing, basic effects, titling and editing with this efficient cost-effective digital editing system.

##### **Video Graphics / Animation w/ Media 100**

AfterEffects motion graphics and 3D animation with Media100I XS system with Media Production III level motion graphic artist, or equivalent. Sources included are BetaSP, DVCAM, MiniDV, SVHS, and VHS. Digital Beta available at additional cost.

##### **Music / Art Selection**

Music recording studio with operator and at least Media Production IV person or equivalent to identify and gather possible selections of music or other recorded performance art for media productions, for consideration by a director, manager or other experts.

##### **Narration (Recording Studio)**

Audio recording studio with operator for recording narration. Voice talent is separate.

##### **Digital Audio Recording Studio (Music Creation / Editing)**

Music recording studio with musician creating and/or editing original electronic and sampled music.

##### **Video Final Editing/Master Media 100**

Online editing with Media100I XS system with Media Production III level editor, or equivalent. Finishing with titling, color correction, motion effects, motion graphics, DVE, and audio mixing and EQ. Mastering to tape. Sources included are BetaSP, DVCAM, MiniDV, SVHS, and VHS. Digital Beta available at additional cost.

##### **Photo Image Manipulation I**

Complex and artistic preparation of photos/ images in PhotoShop or other software for use in moving media, graphic design, web-site and other productions.

### **Photo Image Manipulation II**

Preparation of photos / images in PhotoShop or other software for use in moving media, graphic design, web-site and other productions. Removing scratches and other defects, cropping, adjusting color balance and contrast, and other basic image improvements.

### **Photo Image Manipulation III**

Basic preparation of photos / images in PhotoShop or other software such as converting into different electronic file types, sizing, and batch processing, for use in moving media, graphic design, web-site and other productions.

### **Photo / Graphic Lo-res Scan**

Digital scanning of photos/ images for use in rough layouts, and other applications where high resolution scans are not required. Pricing may be adjusted for quantity and availability of improved and less expensive technology.

### **Photo 35 mm Hi-res Scan, 48 Hours**

Digital scanning of photos/ images for use in finished media productions where high quality is required. Pricing may be adjusted for quantity, turn around time, and availability of improved and less expensive technology.

### **Photo 35 mm Hi-res Scan, 9 Days**

Digital scanning of photos/ images for use in finished media productions where high quality is required. Pricing may be adjusted for quantity, turn around time, and availability of improved and less expensive technology.

### **HP Color Print-out – Letter Photo Paper**

Color laser print of existing digital file on photo paper stock, suitable for display or presentation purposes. Pricing may be adjusted for quantity and availability of improved and less expensive technology.

### **HP color print-out – Letter Paper**

Color laser print of existing digital file on standard paper stock, for review purposes, and also possibly suitable for display or presentation purposes. Pricing may be adjusted for quantity and availability of improved and less expensive technology.

### **Color Overhead Projector Transparency**

Color laser print of existing digital file on transparency stock, for presentation purposes. Pricing may be adjusted for quantity, turn around time, and availability of improved and less expensive technology.

In some instances, Level I staff (highest experience) may be billed to customers at the lower Level II pricing, for the purposes introducing our services to new customers, or repeat task orders, at the discretion of our firm.

**ATTACHMENT C - SKILL CATEGORY PRICE LIST - HOURLY RATE CONT'D****MEDIA PRODUCTION**

Media Production - Level I .....	\$224.67
Media Production - Level II .....	\$155.54
Media Production - Level III .....	\$115.79
Media Production - Level IV .....	\$89.87

**GRAPHIC DESIGN**

Graphic Design (also Web) - Level I .....	\$190.10
Graphic Design (also Web) - Level II .....	\$129.62
Graphic Design (also Web) - Level III .....	\$89.87

**COPYWRITING / SCRIPTWRITING**

Copywriting / Scriptwriting - Level I .....	\$224.67
Copywriting / Scriptwriting - Level II .....	\$172.82
Copywriting / Scriptwriting - Level III .....	\$138.26
Copywriting / Scriptwriting - Level IV .....	\$115.79

**PHOTOGRAPHY**

Photography - Level I .....	\$172.82
Photography - Level II .....	\$120.98

**PHOTO EDITING..... \$112.33****PUBLIC RELATIONS / MEDIA RELATIONS**

PR/Media Relations - Level I .....	\$155.54
PR/Media Relations - Level II .....	\$129.62
PR/Media Relations - Level III .....	\$89.87

**EXTRA ACCOUNTANCY / A/R MANAGEMENT.....**

Extra Clerking Services .....	\$86.41
-------------------------------	---------

**EXTRA ADMINISTRATIVE/SUPPORT SERVICES**

Extra Admin Support Services - Level I .....	\$53.57
Extra Admin Support Services - Level II .....	\$32.84

**MEDIA STUDIO**

Video Editing w/ Avid Equipment I .....	\$276.52
Video Editing w/Media 100 Equipment II .....	\$181.46
Video Graphics/Animation Media 100 .....	\$238.49
Music/Art Selection .....	\$276.52
Narration (Recording Studio) .....	\$228.13
Digital Audio Recording Studio (Music Creation/Editing) .....	\$250.59
Video Final Editing/Master Media 100 .....	\$259.23
Photo Image Manipulation I .....	\$172.82
Photo Image Manipulation II .....	\$138.26
Photo Image Manipulation III .....	\$112.33
Photo / Graphic Lo-Res Scan .....	\$25.92
Photo 35 mm Hi-Res Scan, 48 hours .....	\$43.21
Photo 35 mm Hi-Res Scan, 9 days .....	\$17.28
HP Color Print-out - Letter Photo Paper .....	\$5.18
HP Color Print-out - Letter Paper .....	\$2.59
Color Overhead Projector Transparency .....	\$4.32



Jonathan Villet  
<Jonathan.Villet@owc  
om.com>

10/27/2003 01:12 PM

To: Deborah Devaull <ddevaull@fs.fed.us>  
cc: Fiona McDougall <fiona.mcdougall@owcom.com>,  
mark.allen@owcom.com  
Subject: Re: RFQ-04-20-002 - Media Relations Strategy, Action Plan and  
Associated Products

RIF  
4pgs

Dear Deborah,

Please tell your customer that we understand the sensitivity of the project so if they need any short-term urgent help before November 4th, we can assist.

We are a full service organization so we have a lot of resources available. Even an extra pair of hands to create and distribute information to the press, or to have press lists prepared might be useful. On a practical note, the cost could be charged on a credit card, on a time and material basis. There'd be no obligation to receive the main project.

Thank you for keeping us informed; we look forward to November 4th.

Best regards,

Jonathan Villet  
OneWorld Communications  
(415) 668-1935

At 12:53 PM Monday 10/27/2003, you wrote:

>Good afternoon. We are on hold with making a decision. We are waiting on  
>final input on project and extension of timing frame. I will be out of the  
>office as of October 28 thru Nov 4. The award will not be made until I  
>return. Deb

>

>\*\*\*\*\*

>USDA Forest Service

>Deborah DeVaul

>Contracting Officer

>Acquisition Management Staff

>1323 Club Drive

>Vallejo, CA 94592

>E-Mail - DDeVaul@fs.fed.us

>Voice #707-562-8784 - Fax #707-562-9056

>\*\*\*\*\*



Jonathan Villet  
<Jonathan.Villet@owc  
om.com>

11/12/2003 04:27 PM

To: Deborah Devaul <ddevaul@fs.fed.us>  
cc:  
Subject: Re: Revised meeting time - Sierra Madre

Deborah

I now confirm the meeting time at your office 10 - 12 p.m. Monday, Nov 17th.

Will hold off including marketing research expertise at this time.

Looking forward to meeting you and your colleagues.

Regards,

[REDACTED]

>  
>  
>  
>Deborah  
>  
>Got your message about revised meeting time 10 - 12pm Monday Nov 17th.  
>  
>1) I'll reply very soon to confirm the time.  
>  
>2) Although it was not specified in the SOW, if you think the Forest  
>Service might need any kind of an opinion survey, or a focus group to  
>better understand the perceptions and attitudes of a certain group of  
>people, I could include our Director of Market Research in our initial  
>meeting.  
>  
>Obviously I'm trying to balance an economy of personnel with an efficiency  
>of knowledge among those who might be involved in working rapidly to  
>achieve your objectives. I believe this first meeting will spell out the  
>situation, and is not to be missed by any of our relevant experts here.  
>  
>If you'd like our Market Research Director there too, please advise.  
>  
>Thanks,  
>  
>  
>Jonathan Villet  
>OneWorld Communications, Inc.  
>1874 Fell Street  
>San Francisco, CA 94117  
>  
>E-mail: Jonathan.Villet@owcom.com  
>Tel. (415) 668-1935  
>Fax (415) 668-1932  
>Web: www.owcom.com



# MEDIA RELATIONS STRATEGY

DATE: 11-17-3

NAME

FIRM

PHONE

DON BANDUR F.S. 707 562 8782

Jonathan Villet OWC 415 668 1935

Mitchell Friedman OWC 415-824-1466

Ang Darity FS 707 562 9016

Stephanie Gomes FS (707) 562-9009

Fiona McDougall OWC 415 668 1935

MARK ALLEN OWC 415-668-1935

Ed - OWC FS 707 562 8782



**USDA Forest Service  
Pacific Southwest  
Region**

1323 Club Drive  
Mare Island  
Vallejo, CA 94592

**From:  
Rick Alexander**

Public Affairs &  
Communication Staff  
**707 562-9014**

fax: 707 562-9053

RIF  
1pg

**FAX**

☒ Normal Delivery

☐ Urgent

Date: July 8, 2004

Number of pages  
including cover: 19

Please notify the following person that a FAX has arrived for them:

**TO: Shiela Rajabian, Tom Armstrong**

			202 512-3445

Message or Special Instructions:

Attached are

11 pages on One World Communications (OWC) letterhead, 11/21/2003. I believe this is the memo referenced in the March 10, 2004 SF Chronicle article.

In addition, attached are examples of exchanges that may illustrate the role of OWC in reviewing Forest Service (FS) work to help translate our bureaucratic jargon into plain language.

3 page email memo, 12/19/2003, from One World Communication's Jonathan Villet providing feedback to project manager Kathy Clement about FS draft text for the Record of Decision (ROD).

2 page email memo, 1/6/2004, and graph that FS provided to OWC (Mark Allen) that FS asked OWC to work into communication materials.

2 page email memo, 11/7/2003, and attached "key messages" that FS developed and provided to OWC as issues FS wanted to address in communication materials.

RIF  
4895

At 11:14 AM Friday 12/19/2003, Kathy Clement wrote:

Jonathan---Sorry I could not get this to you sooner. We are very busy.  
This is a confidential document. Have a look. kathy

(See attached file: ROD\_12\_19.doc)

\*\*\*\*\*  
\*\*\*\*\*

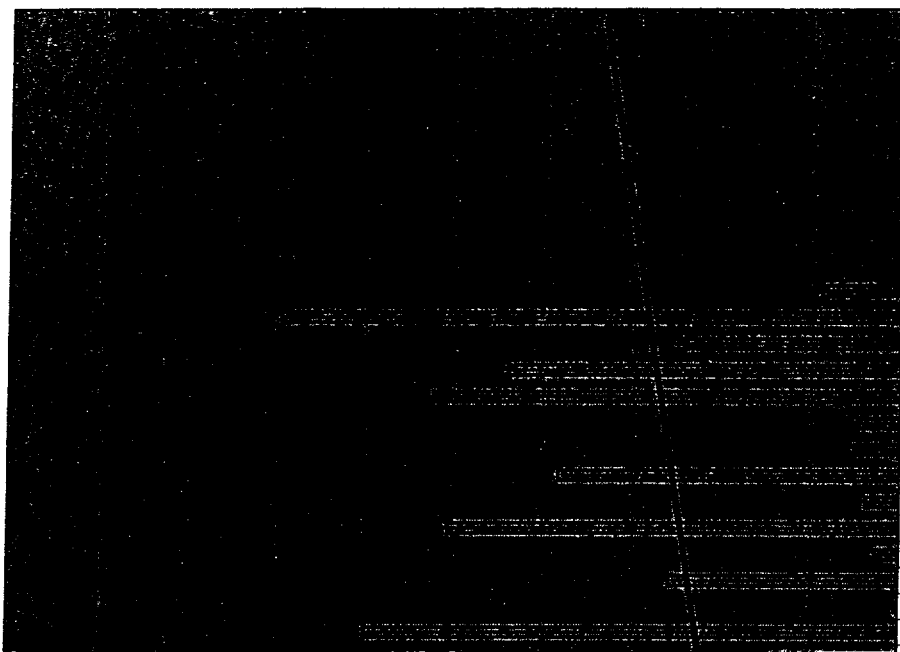
KATHY CLEMENT (kclement@fs.fed.us)

Kathy Clement/R5/USDAFS

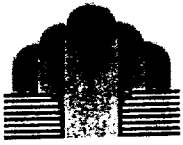
01/06/2004 04:59 PM

mark.allen@owcom.com, Rick  
To Alexander/R5/USDAFS@FSNOTES, Donna

# Is Burned Since



2002  
2000  
1998  
1996  
1994  
1992  
1990



Kathy Clement/R5/USDAFS  
11/07/2003 11:42 AM

To Rick Alexander/R5/USDAFS@FSNOTES, Marilyn  
Hartley/R5/USDAFS@FSNOTES  
cc  
bcc  
Subject Key messages

Notes from meeting with Fred Norbury. I did not share these with Dennis.



KEY MESSAGES.doc

\*\*\*\*\*  
KATHY CLEMENT (kclement@fs.fed.us)  
USDA Forest Service - RO - R5  
Ecosystem Planning Director  
1323 Club Drive, Vallejo, CA 94592  
PHONE:707-562-8957 -- FAX: 707-562-9050  
\*\*\*\*\*

Dennis/Wed  
1pm 12th

Dates: - Thursday 1-7 pm  
13th (11 AM) 11-1 pm  
14th Friday morning  
8-10 AM

RIF  
1 PM

11/7/23 Jonathan



Mark Allen  
<mark.allen@owcom.com>

12/03/2003 01:27 PM

To: Marilyn Hartley <mhartley@fs.fed.us>, Kathy Clement  
<kclement@fs.fed.us>, Kathleen Morse <kmorse@fs.fed.us>,  
Stephanie Gomes <sgomes@fs.fed.us>, Deborah DeVaul  
<ddevaul@fs.fed.us>

cc:

Subject: Plan and Estimate

Dear USFS Team,

We are pleased to be moving forward with a proposed plan and estimated budget envelop for our activities commencing Monday Dec. 1, through the end of the project.

Please note this does not include an estimate for a new request for a short stand alone video program which we will estimate soon and discuss separately.

We look forward to discussing this document and these plans with you soon.

Thank you,

Mark

Mark Allen  
Account Executive  
OneWorld Communications, Inc.  
1874 Fell Street  
San Francisco, CA 94117  
415-668-1935  
Fax 415-668-1932  
[www.owcom.com](http://www.owcom.com)



USFS-SN-PI-Planning 12-01-03.

RIF  
1/19





OneWorld Communications, Inc.

**Invoice Number** USFS:0041.4

**Date** 03-Dec-03

**Client** United States Forest Service  
Pacific Southwest Region  
1323 Club Drive  
Vallejo, CA 94592

**Contact** Deborah DeVaul

**Contract** GSA Schedule Contract GS-23F-0383K

**SIN: 738-8**

**Reference** RFQ-04-20-002

**Project** Sierra Nevada Framework, Media Relations Strategy, Action Plan, and Associated Products - November 2003

**Description** Period ending November 30, 2003. Carried out background research and situation analysis, conferred with USFS staff in Vallejo. Proposed a public information campaign strategy to more effectively inform the public and different groups about the Sierra Nevada Framework new Record of Decision forthcoming in January 2004, with the purpose of building their appreciation of the ROD in an atmosphere of uncertainty. The strategy included the name / slogan for an information campaign, positioning, audience considerations, creative direction notes, types of materials to be produced, proposed activities and tasks time line, in order to provide USFS management with a

2p95  
submitted  
10/14/03  
RIF



OneWorld Communications, Inc.

43-9158-4-3051

Invoice Number USFS:0041.4

## LABOR ON SCHEDULE

	Hours	Rate	Subtotal	Total
Project Management II	31.5	155.54	4,899.51	
Project Management III	30.1	89.87	2,705.09	
Marketing Planning III	2.5	89.87	224.68	
PR/Media Relations II	13.5	129.62	1,749.87	
SUBTOTAL LABOR				9,579.14
GSA IFF ON NON-LABOR 1.00000%				0.00
INVOICE TOTAL:				\$9,579.14

Terms: Due Upon presentation of invoice. Thank you.

Federal EIN 94-3205791

For electronic funds transfer: Wells Fargo Bank  
 1160 Grant Avenue  
 San Francisco, CA 94133

Routing Number: 121000248  
 Account Number: 0004050159

In favor of OneWorld Communications, Inc.  
 Note invoice number USFS:0041.4

Public Service Marketing, Advertising and Media

1874 Fell Street, San Francisco, CA 94117

Tel: 415.668.1935

Fax: 415.668.1932

oneworld@owcom.com

www.owcom.com

RIF  
4p95



Kathy Clement

12/05/2003 03:58 PM

To: Deborah Devaul/R5/USDAFS@FSNOTES  
cc: Marilyn Hartley/R5/USDAFS@FSNOTES  
Subject: Re: November Invoice

Accounting Manager  
OneWorld Communications, Inc.  
1874 Fell Street  
San Francisco, CA 94117



voice 415.668.1935 fax 415.668.1932 USFS00414pdf.pdf

**PURCHASING NOTES**

**RECEIPTOR NOTES**

**REMIT ADDRESS**

VID: 943205791 A  
ONEWORLD COMMUNICATIONS  
1874 FELL STREET

SAN FRANCISCO CA 94117  
4156681935

ACTION: A TABLEID: COMT USERID: UDDE  
FFIS COMMUNICATION TABLE  
KEY IS REQUEST TYPE, APPLICATION ID, SEQ #

REQUEST TYPE: R APPLICATION ID: FF11 SEQ # : 042211  
REQUESTER: UDDEB51 REQUEST DATE : 12/11/03 REQUEST TIME : 05:13 P.M.  
COMMUNICATION TEXT:

-----  
PLEASE CHANGE VENDOR ADDRESS: 943205791 A  
NEW ADDRESS: 2001 HARRISON STREET, SAN FRANCISCO, CA 94110  
(415) 355-1935  
THANKS DEB DEVAULL FOREST SERVICE, (707) 562-8784

01-\*L030 ALL LINES ADDED

---

4-0	1	Sess-1	199.130.205.17	IFSB0048	1/10
-----	---	--------	----------------	----------	------

RIF  
1P9

ACTION: R TABLEID: COMR USERID: UDDE  
FFIS COMMUNICATION RESPONSE TABLE  
KEY IS REQUEST TYPE, APPLICATION ID, SEQ #

REQUEST TYPE: R APPLICATION ID: FF11 SEQ # : 042211  
REQUESTER: UDDEB51 REQUEST DATE : 12/11/03 REQUEST TIME : 05:13 P.M.  
COMMUNICATION TEXT:

-----  
PLEASE CHANGE VENDOR ADDRESS: 943205791 A  
NEW ADDRESS: 2001 HARRISON STREET, SAN FRANCISCO, CA 94110  
(415) 355-1935  
THANKS DEB DEVAULL FOREST SERVICE, (707) 562-8784

RESPONSE TEXT:

-----  
REQUEST COMPLETED BY PAULA 504-255-4262

RESPONDER: APDEZ01 RESPONSE DATE: 12/12/03 RESPONSE TIME: 02:31 P.M.

---

4- 1 Sess-1 199.130.205.17 IFSB0063 1/10

January 8, 2004



Debbie,

Due to the dynamic nature of this project, as we speak, this SOW is being revised.

Even though this SOW will be slightly modified, we need to first issue a contract (P.O.), then if necessary, modify it for valid changes.

Attached is the most recent SOW

So please generate a P.O. and FedEx it to One World.

Thanks,

*Don*



**Statement of Work**  
**USDA Forest Service and OneWorld Communications**  
**Sierra Nevada Forest Plan Amendment (Sierra Framework)**  
**Supplemental Environmental Impact Statement**  
**January 5, 2004**

RIF  
4pgs

**Products and Services from One World Communications**

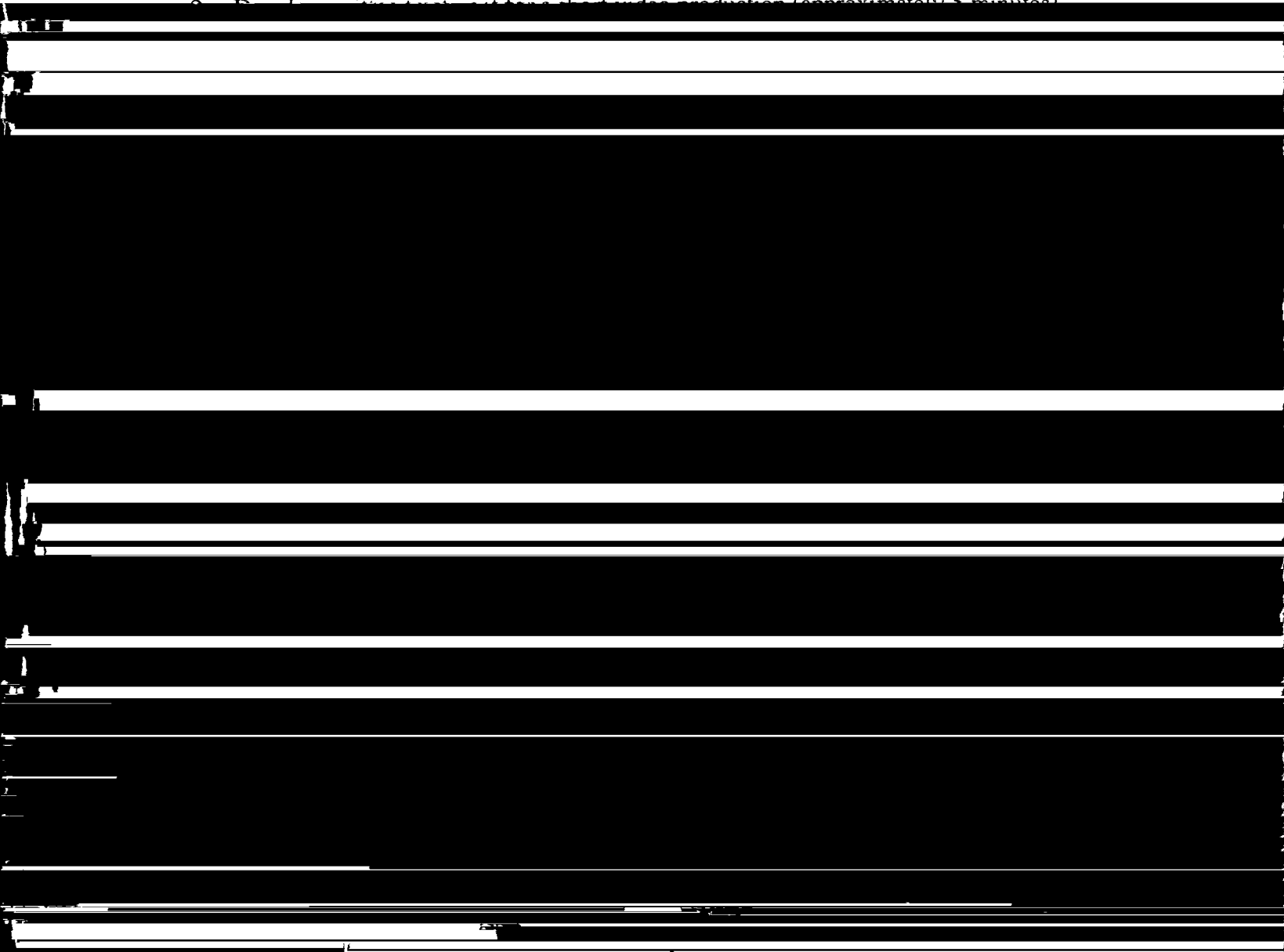
**1. Strategy Development and Management. COMPLETED. See Invoice USFS 0041.4 for \$9,579.14**

1a. Overall development of strategy, planning, and project management.

1b. Meetings – 3 meetings at USFS – Plan and review materials and strategy for release of ROD.

**2. Video Production. (Total of 2a, 2b, 2c, 2d listed below is \$26,150)**

2a. Develop and produce a short video production (approximately 5 minutes)



**3. Written Products. (Total of 3a, 3b, 3c, 3d listed below is \$23,700)**

3a. Foreword to the official R.O.D. Provide a "main story" (catastrophic fire) foreword to the ROD, focusing on the main reason the Regional Forester made this decision.

**Not to exceed \$2,000.00, estimate 12/3/03 and phone 12/18/03, COMPLETED.**

3b. R.O.D. Highlights - main public brochure. Prepare a brochure with photos and graphics reflecting the primary issues being addressed in the SEIS, rationale for the Regional Forester's decision. FS reviewed and approved the "look & feel" of brochures.

**4. Frequently Asked Questions and Answers (FAQs). Not to exceed \$2,500.00, phone 12/18/03.**

The FAQs are to include language conveying the richness of the subject matter, while remaining intelligible and presented in plain-language for diverse audiences. FAQs may be incorporated into brochures, as well as formatted as a stand-alone document.

~~4. OWC to develop set of broad, general frequently asked questions and answers~~

7b. Provide two-to-four hour training for specific key spokespersons (RF, DRF, selected SEIS Team members, forest supervisors and district rangers, approximately 10 people.) *Tentative date is January 12, 2004, Vallejo, CA, time to be arranged.*

**8. PowerPoint Presentation.** \$2,700.00, work item added at 12/10/03 meeting and confirmed in 12/18/03 memo.

By noon, January 23, 2004 provide a five-to-ten minute slide presentation on highlights of the SEIS. Incorporate messages and graphics, as appropriate, from the brochures and other written materials. Provide finished product on CD using MS PowerPoint software.

9. All files, printed and electronic, are property of the USDA

RIF  
8/95



Deborah Devaull  
12/16/2003 10:48 AM

To: Mark Allen <mark.allen@owcom.com>  
cc: Kathy Clement <kclement@fs.fed.us>, Kathleen Morse  
<kmorse@fs.fed.us>, Marilyn Hartley <mhartley@fs.fed.us>, Stephanie  
Gomes <sgomes@fs.fed.us>, (bcc: Deborah Devaull/R5/USDAFS)  
Subject: Re: Plan and Estimate

Good morning. Mark please have your company hold off on proposal for work until we send you our Purchase Order. We will identify work we want performed by tomorrow December 17, 2003. Thanks, Deb

\*\*\*\*\*  
USDA Forest Service  
Deborah DeVaul  
Contracting Officer  
Acquisition Management Staff  
1323 Club Drive  
Vallejo, CA 94592  
E-Mail - DDeVaul@fs.fed.us  
Voice #707-562-8784 - Fax #707-562-9056  
\*\*\*\*\*

*For Diem Rute*

*SAC / Travel for Jan 2004*

Mark Allen <mark.allen@owcom.com>



Mark Allen  
<mark.allen@owcom.com>  
12/03/2003 01:27 PM

To: Marilyn Hartley <mhartley@fs.fed.us>, Kathy Clement  
<kclement@fs.fed.us>, Kathleen Morse <kmorse@fs.fed.us>,  
Stephanie Gomes <sgomes@fs.fed.us>, Deborah DeVaul  
<ddevaull@fs.fed.us>  
cc:  
Subject: Plan and Estimate

Dear USFS Team,

We are pleased to be moving forward with a proposed plan and estimated budget envelop for our activities commencing Monday Dec. 1, through the end of the project.

Please note this does not include an estimate for a new request for a short stand alone video program which we will estimate soon and discuss separately.

We look forward to discussing this document and these plans with you soon.

Thank you,

Mark

Mark Allen  
Account Executive  
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1874 Fell Street  
San Francisco, CA 94117  
415-668-1935  
Fax 415-668-1932

[www.owcom.com](http://www.owcom.com)



USFS-SN-PI-Planning 12-01-03.

GSA

U. S. General Services

OGP Home

GSA Home

Staff

Quick Reference

Mailing

Per Diem rates for CALIFORNIA Effective October 1, 2003				State Tax Exemption List		Standard CONUS Property List	
Per diem locality (Cities not listed or located in listed counties have a Standard CONUS rate of \$55 Lodging & \$31 M&IE for FY 2004; for all other years the rate is \$55 Lodging & \$30 M&IE)		Maximum lodging (excludes taxes) (a)	+	M & IE rate (b)	=	Maximum per diem rate (4) (c)	Property Listing Update
Key city (1)	County and/or other defined location (2, 3)						Properties at Per diem
Barstow/Ontario/Victorville	San Bernardino County	84		43		127	<u>Prop. List</u>
Clearlake (May 05 - Sep 30) (Oct 01 - May 04)	Lake	85		35		120	<u>Prop. List</u>
		69		35		104	<u>Prop. List</u>
Contra Costa County	Contra Costa	108		47		155	<u>Prop. List</u>
Death Valley	Inyo	60		47		107	<u>Prop. List</u>
Fresno	Fresno	73		35		108	<u>Prop. List</u>
Kern County	Kern	68		43		111	<u>Prop. List</u>
Lemoore	Kings	67		31		98	<u>Prop. List</u>
Los Angeles	Los Angeles; Orange and Ventura	106		51		157	

	Counties; Edwards AFB; Naval Weapons Center and Ordinance Test Station, China Lake (see Santa Monica)						<u>Prop. List</u>
Mammoth Lakes	Mono	70		47		117	<u>Prop. List</u>
Marin County	Marin	108		47		155	<u>Prop. List</u>
Merced	Merced	62		35		97	<u>Prop. List</u>
Modesto	Stanislaus	60		39		99	<u>Prop. List</u>
Monterey (May 01 - Oct 31) (Nov 01 - Apr 30)	Monterey	94		47		141	<u>Prop. List</u>
		75		47		122	<u>Prop. List</u>
Napa (Apr 01 - Nov 15) (Nov 16 - Mar 31)	Napa	125		47		172	<u>Prop. List</u>
		110		47		157	<u>Prop. List</u>
Oakhurst (May 01 - Sep 30) (Oct 01 - Apr 30)	Madera	79		43		122	<u>Prop. List</u>
		55		43		98	<u>Prop. List</u>
Oakland	Alameda	105		43		148	<u>Prop. List</u>
Palm Springs (Jan 01 - May 31) (Jun 01 - Dec 31)	Riverside	129		47		176	<u>Prop. List</u>
		84		47		131	<u>Prop. List</u>
Point Arena/Gualala	Mendocino	109		43		152	<u>Prop. List</u>
Redding	Shasta	78		35		113	<u>Prop. List</u>



Redwood City/San Mateo	San Mateo	102		47		149	<u>Prop. List</u>
Sacramento	Sacramento	93		47		140	<u>Prop. List</u>
San Diego	San Diego	110		51		161	<u>Prop. List</u>
San Francisco	San Francisco	139		51		190	<u>Prop. List</u>
San Luis Obispo	San Luis Obispo	79		43		122	<u>Prop. List</u>
Santa Barbara	Santa Barbara	114		43		157	<u>Prop. List</u>
Santa Cruz	Santa Cruz	108		47		155	<u>Prop. List</u>
Santa Monica	City limits of Santa Monica	125		43		168	<u>Prop. List</u>
Santa Rosa	Sonoma	89		47		136	<u>Prop. List</u>
Solano County	Solano; Travis AFB	79		47		126	<u>Prop. List</u>
South Lake Tahoe (Jun 01 - Aug 31) (Sep 01 - May 31)	El Dorado						<u>Prop. List</u>
		97		47		144	<u>Prop. List</u>
		84		47		131	<u>Prop. List</u>
Stockton	San Joaquin	73		31		104	<u>Prop. List</u>
Sunnyvale/Palo Alto/San Jose	Santa Clara	106		51		157	<u>Prop. List</u>
Tahoe City	Placer	145		47		192	<u>Prop. List</u>
Truckee (Jun 15 - Sep 30) (Oct 01 - Jun 14)	Nevada						<u>Prop. List</u>
		81		47		128	<u>Prop. List</u>
		63		47		110	<u>Prop. List</u>
Visalia	Tulare	69		43		112	<u>Prop. List</u>

West Sacramento	Yolo	69	35	104	<u>Prop.</u> <u>List</u>
Yosemite National Park (May 01 - Sep 30)	Mariposa	114	47	161	<u>Prop.</u> <u>List</u>
(Oct 01 - Apr 30)		82	47	129	<u>Prop.</u> <u>List</u>

[Accessibility \(05/25/2001\) OGP-CIO](#)  
[Privacy Policy](#)

\*\*\*\*\*  
\*\*\* TX REPORT \*\*\*  
\*\*\*\*\*

TRANSMISSION OK

TX/RX NO	0007	
CONNECTION TEL		914153550295
SUBADDRESS		
CONNECTION ID		
ST. TIME	12/17 15:39	
USAGE T	05'31	
PGS.	11	
RESULT	OK	

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USDA FOREST SERVICE  
Region 5 – Pacific Southwest Region  
1323 Club Drive  
Vallejo, CA 94592

Date: 12/17/2023 Urgent: Yes ☒ No ☐

Vendor: OneWorld Communications

Department: \_\_\_\_\_

Attention (Individuals Name): Manu

Direct # 415-355-1935 FAX # 415-355-0295

Total Number of Pages (Including Cover): 11

Comments/Special Instructions: \_\_\_\_\_

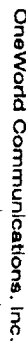
This contract will be Mailed  
Feb-X

THIS FAX WAS SENT BY:

Deborah DeVane

Acquisition Management

(707) 562-8734 Direct ☎ (707) 562-9056 FAX



**Customer: USDA Forest Service**

### Forests with a Future Campaign - Additional Tasks

**Reference:** Revised SOW - Jan 5, 2003, and PUBLIC INFORMATION ACTIVITIES PLAN, December 3, 2003

**Description:** Develop Strategy, Materials and Actions for the new Sierra Nevada Forest Plan ROD

### Summary of Tasks additional to SOW requested by FS

2/3/2004

[illegible]





DELIVERY & MESSENGER SERVICE

Tax ID No. 94-3362972

JAN - 5 2004

CEP  
CB

KIP 18997

Remit Payment To:

950 Riverside Pkwy, #

West Sacramento, Ca 95

# INVOICE

Bill to Forest  
S.M.C.

ONEWORLD COMMUNICATIONS, INC.  
ATTN: JONATHAN VILLET  
1874 FELL STREET  
SAN FRANCISCO , CA 94117

INVOICE NO.	232664
ACCOUNT NO.	18172
BILLING THRU:	12/28/03
PAGE:	1
AMOUNT ENCLOSED	

FOR BILLING INQUIRIES CALL  
1-800-443-1984

## REMITTANCE ADVICE



To insure proper posting to your account, please detach and return with payment



DATE	TAG #	CALLER AITH	ORIGIN	DESTINATION / P.O.D	BASE	ADDITIONAL
------	-------	----------------	--------	---------------------	------	------------



DELIVERY & MESSENGER SERVICE

Tax ID No. 94-3362972

Remit Payment To:  
950 Riverside Parkway #6  
West Sacramento, CA 956

# INVOICE

ONEWORLD COMMUNICATIONS, INC.  
ATTN: JONATHAN VILLET  
2001 HARRISON STREET  
SAN FRANCISCO, CA 94110

INVOICE NO.	233957
ACCOUNT NO.	18172
BILLING THRU:	1/25/04
PAGE:	1
AMOUNT ENCLOSED	

FOR BILLING INQUIRIES CALL:  
1-800-443-1984

## REMITTANCE ADVICE

To insure proper posting to your account, please detach and return with payment

DATE	TAG #	CALLER AUTH.	ORIGIN	DESTINATION / P.O.D.	BASE CHARGE	ADDITIONAL CHARGES	TOTAL
1/19/04	0401190298	MARK ALLEN	ONEWORLD COMMUNICATIONS 2001 HARRISON ST SAN FRANCISCO CA 94110 PCS 1 WT 1	TRANS MEDIA 719 BATTERY ST SAN FRANCISCO xx 0	13.16 EXPRS Week Da 16:03	0.92 SC	14

2nd messenger charge to be incurred,  
after animation revision is completed.

Invoice No.	233957
Acct. No.	18172
Billing Thru:	1/25/04
Page:	1

**TERMS: NET 10**  
Balance over 30  
days subject to a  
Finance Charge of  
1 1/2% per month or  
18% per annum.

W1 - WAIT  
W2 - WAIT  
M1 - MISC

WT - WEIGHT  
DVL - DCL VALUE  
M2 - MISC

DS - DISCOUNT  
SC - SURCHARGE  
M3 - MISC

**Current Charges**

14.08

CD - C.O.D.  
AF - AIR FREIGHT







# Invoice

DATE	INVOICE NO.
1/4/2004	1806

**BILL TO**

**Attn: Mark Allen**  
**One World Communications, Inc.**  
**2001 Harrison Street**  
**San Francisco, CA 94110**

P.O. NO.	TERMS
	Due Now

DESCRIPTION	AMOUNT
Computer Animation delivered electronically: Forest fire animation. (Payment 1 of 2, due now. Second payment will be due upon final delivery.)	1,500.00
California Sales Tax	0.00
<b>Total</b>	<b>\$3,500.00</b>

# INVOICE

Brian E. Small  
12622 Promontory Rd.  
Los Angeles, CA 90049  
(310) 440-9443 home/work  
(310) 849-0306 cell  
email: BsmallFoto@aol.com

Date: January 7, 2004

S.S.# 550-13-5580

SOLD TO: OneWorld Communications  
Attn: Fiona McDougall  
2001 Harrison St.  
San Francisco, CA 94110

<u>Photos Used</u>	<u>Description</u>	<u>Amount</u>
Willow Flycatcher on stick from eNature website.....		\$150.00
Reference: #BD0501		

Terms: 30 Days Net

Total \$ 150.00

Usage: One-time, non-exclusive, North American  
rights only, unless otherwise specified.

Credit Must Read: © Brian E. Small

PHOTO RESEARCHERS, INC.

60 EAST 56TH STREET

NEW YORK, N.Y. 10022

(212) 758-3420

NATIONAL AUDUBON SOCIETY COLLECTION

ONE WORLD COMMUNICATIONS  
2001 HARRISON STREET  
SAN FRANCISCO CA 94110

DATE : 01/08/2004  
CUST # 230848

ATTENTION: FIONA MCDUGALL

INVOICE # : 107947

ONE TIME, NON-EXCLUSIVE UNITED STATES ENGLISH LANGUAGE REPRODUCTION  
RIGHTS TO THE FOLLOWING PHOTOGRAPH(S) FOR USE IN AN "USDA" PUBLIC  
BROCHURE FOR "USDA FOREST SERVICE." FOR LIFE OF BROCHURE.

PHOTO# T DESCRIPTION

PHOTOGRAPHER

PRICE

286986 C NORTHERN GOSHAWK - 2" X 2"

T. LEESON

150.00

TOTAL DUE:

\$150.00

NO RIGHTS GRANTED EXCEPT THOSE ABOVE.

TOM WILCH  
Wildlife Photographer  
P.O. Box 361  
West Glacier, MT 59936

# INVOICE

469271

SOLD TO	USDA FOREST SERVICE	SHIP TO	ONE WORLD COMMUNICATIONS
ADDRESS		ADDRESS	2001 HARRISON ST.
CITY, STATE, ZIP	Forest Meadows	CITY, STATE, ZIP	SAN FRANCISCO CA 94110

Invoice Date: 01/12/04

Invoice Number: SB21853

CSU Contact: RENEE R MANDIS

Phone Number: (970) 491-5417

Customer Number: 999256241

PO Number:

S  
O  
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D  
  
T  
O  
  
PIX N STONES  
ATTN: MARK ALLEN  
326 SANCHEZ ST  
SAN FRANCISCO, CA 94114

Item ID	Date	Description	Qty	Amount	Ex.
288733	01/12/04	WO# 11393, BETA COPY OF TV11381 -- WILDFIRE MITIGATION	1	26.80	
288734	01/12/04	OVERNIGHT PRIORITY SHIPPING	1	23.25	2

OK TO PAY  
1/30/04

Subtotal: \$50.05

Sales Tax: \$.00

Invoice Total: \$50.05

By accepting service or goods, I agree to submit payment in full to Colorado State University for charges on this invoice. Late payment charges of 1.5% per month and other penalties specified may be assessed for late payment.

a

QB

**MOVING MEDIA****Invoice**

DATE	INVOICE NO.
1/16/2004	1808

**BILL TO**

Attn: Mark Allen  
One World Communications, Inc.  
2001 Harrison Street  
San Francisco, CA 94110

P.O. NO.	TERMS
	Net 15

DESCRIPTION	AMOUNT
Computer Animation delivered electronically: Forest fire animation.	3,500.00
Transfer to video	200.00
(Payment 2 of 2, due now.)	

QB

Gary Williams  
490 Posada Way  
Fremont, CA 94536  
510-797-8018  
www.gwilliams.com

January 18, 2004

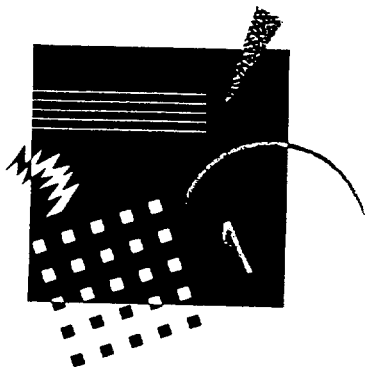
## INVOICE

Mark Allen  
OneWorld Communications  
2001 Harrison St.  
San Francisco, CA 94110

Invoice # 24017

Voice over narration, studio time, editing, etc.





T 415-777-5551  
F 415-777-1693  
E s@stevemusic.com

## Invoice

Mark Allen  
ONE WORLD COMMUNICATIONS  
2001 Harrison St.  
San Francisco CA 94110

1/19/04	8362
Invoice Date	Invoice #
	net 30
PO #	Terms

**PROJECT:** Forests With A Future

Music license fees (program less than 10 minutes)	\$350.00
1 CDR	\$5.00

Subtotal:	\$355.00
Tax:	\$0.00
TOTAL:	\$355.00



HANDY-HANDYMAN  
(415)-934-9818  
2075 MARKET ST.  
OPEN 7 DAYS A WEEK  
THANK YOU

WRE  
114

01-21-04 MC #:00000

229. 16:46:25  
0.040  
HARDWARE \*9.16T1  
HARDWARE \*8.49T1  
\*1.50T1  
TOTAL \*19.15  
CHARGE \*19.15

AM 3-13 0093

USDA FS  
1 CENTRAL PARKING GARAGE  
1000 L STREET  
SACRAMENTO CALIFORNIA 95814  
parking  
News conference  
WE APPRECIATE YOUR BUSINESS  
COME AGAIN  
01/22/04 12:40 PM 1 1 13  
01/22/04 09:50 IN 01/22/04 12:40 OUT  
DATE 1/22/04  
EARLY 30.00 \$ 12.00  
Total Fee \$ 12.00  
Misc. \$ 1.00  
TAXES 0.00  
Cash Tender \$ 1.00  
Balance Due \$ 0.00  
THANK YOU  
PLEASE RETURN CREDIT CARD

# Business Wire

The Global Leader in News Distribution

Taxpayers I.D.# 94-1679585

Business Wire, A Corporation  
44 Montgomery St., 39th Floor  
San Francisco, CA 94104  
415 986-4422 - Fax 415 788-5335  
www.businesswire.com

INVOICE NO.  
2518342

DATE  
21-JAN-04

Page 1

DUE FROM: ONEWORLD COMMUNICATIONS, INC.  
MICHAEL NATHAN  
2001 HARRISON STREET  
SAN FRANCISCO, CA 94110  
United States  
P.O. NO. USDA-FS-01

ACCOUNT NO. 2128389 USDA FOREST SERVICE

FOR: Forest Service to Announce "Forests With A Future" Campaign to Protect Against Catastrophic  
Wildfires, and Release Final Sierra Nevada Decision

US: CA-California  
Price as per agreement

TOTAL: 175.00  
-35.00  
140.00

Paid by Visa/ MC Date: 28-JAN-2004

PAID

All amounts shown in US Dollars  
JSDA Forest Service Matt Mathes, 707-562-9004

## TERMS - PAYMENT DUE UPON RECEIPT

SERVICE CAN BE SUSPENDED FOR OVERDUE ACCOUNTS. TERMS ARE PAYMENT DUE ON RECEIPT AND CHARGES BECOME OVERDUE AFTER 30 DAYS.  
IF THIS INVOICE IS TURNED OVER FOR COLLECTION, DEBTOR WILL BE CHARGED FOR ALL COLLECTION COSTS, COURT COSTS AND ATTORNEY'S FEES.

**STREAMLINE  
GRAPHIX, LLC**

2325 3RD STREET, SUITE 323  
SAN FRANCISCO, CA 94107  
PH. (415) 252-1619 FAX (415) 252-1623  
www.streamlinegraphix.com


**Invoice**

DATE	INVOICE NO.
01/22/'04	797

**BILL TO**

ONE WORLD COMMUNICATIONS, INC.  
MS. Fiona McDougall  
2001 Harrison Street  
San Francisco, CA 94110

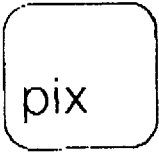
**SHIP TO**

P.O. NO.	TERMS	REP	SHIP DA...	SHIP VIA	FOB	PROJECT
Fiona	Due on receipt	Sla	01/22/'04	Delivery	Forests	
ITEM	DESCRIPTION	QTY	RATE	AMOUNT		
Digital Bann	Digital banners - 5' x 12' indoor vinyl w grommets	1	480.00	480.00		
32HP 24x36	HP Matte Inkjet 24 x 36 per original	10	53.00	530.00		
70C GB	GatorBoard Black 3/16' - Mounting PSF	10	42.00	420.00		
79 LA	3 ml matte lamination PSF	10	21.00	210.00		
				\$480 - 0046 Additional Tasks		
				\$1160 - 0043 Main Job		
						
Thank you for your business.					Total	\$1,640.00

FROM :

FAX NO. :

Oct. 03 2003 10:31AM P2



326 sanchez street san francisco, ca 94114 1616

415.550.9332

415.626.7680

www.pixstones.com

## Invoice

BILL TO
OneWorld Communications

DATE	INVOICE NO.
1/22/2004	99269

**gettyimages**

601 North 34th Street  
Seattle, WA 98103

Telephone: 206 925 5000  
Toll-free: 877 438 8966  
gettyimages.com/creative

Thanks for your order. We're always adding new Images, products and unbeatable offers so come back soon and check us out. If you have any questions, don't hesitate to call us toll free at **877 438 8966**.

**Sales order number:** 2406712  
**Sales order date:** 1/9/2004

**Your order will be billed to:**

Accts. Payable  
OneWorld Communications  
2001 Harrison Street  
San Francisco  
CA  
94110  
United States

415.355.1935  
fiona.mcdougall@owcom.com

**Reference:**

Job #/Reference Number: USDA FS  
Ordered by: Fiona McDougall  
Client: USDA FS

**Payment method:** Credit card on behalf of  
OneWorld Communications

**Rights-managed and royalty-free single images**

**Quantity**

**Price**

<b>ec4585-001 (RM) Firefighter carrying baby, blazing home in background (blurred motion)</b>	<b>1</b>	<b>\$ 472.00 USD</b>
---	----------	----------------------

Collection: Stone  
Photographer: Andy Sacks  
Usage: External Newsletter  
Print Run: Up to 50,000  
Size: Up to 1/4 page  
Placement: Inside  
Start date: 1/8/2004  
End date: 1/8/2006  
Territory: United States  
Industry: Social & Environmental Issues  
Exclusivity: No Exclusivity  
Release Information: This image has a signed model release.  
Delivery Method: Customer Download  
Notes: Q: 602026

<b>Subtotal:</b>	<b>\$ 472.00 USD</b>
<b>Tax:</b>	<b>\$ 0.00 USD</b>
<b>Total:</b>	<b>\$ 472.00 USD</b>
<b>Less deposit:</b>	<b>\$ 472.00 USD</b>
<b>Total due:</b>	<b>\$ 0.00 USD</b>

This order is subject to the licensing and purchasing terms that you agreed to when you originally placed your order. You can view our [refund and return policy](#) at any time.

\*Sales tax is currently applied to any order with a delivery address in California, Illinois, New York and Texas. If you are paying with terms, you will receive an invoice in the mail detailing the actual sales tax applied. If you are paying by credit card, the actual tax applied will be included in the transaction amount that appears on your credit card statement. The total amount of the transaction appearing on your invoice or statement may vary slightly from the amount shown on page 3 of your online purchase order and the initial



Invoice Number: 1-568-88157  
Invoice Date: Feb 02, 2004  
Account Number: 2445-1537-1  
Page: 3 of 3

## FedEx Express Shipment Detail By Payor Type (Original)

Picked up: Jan 26, 2004

Payor: Shipper

Reference: USDA FS

- Fuel Surcharge - FedEx has applied a fuel surcharge of 4.50% to this shipment.
- Distance Based Pricing, Zone 2
- Package sent from: 94124 zip code

Tracking ID 843277591580  
Service Type FedEx Standard Overnight  
Package Type FedEx Envelope  
Zone 2  
Packages 1  
Weight 1.0 lbs, 0.5 kgs  
Delivered Jan 27, 2004 10:48  
Svc Area AZ  
Signed by S.CAMERON  
FedEx Use 026173640/00200/

Sender  
MARK ALLEN  
ONEWORLD COMMUNICATIONS INC.  
2001 HARRISON ST  
SAN FRANCISCO CA 94110 US

Recipient  
RICK ALEXANDER  
USDA FOREST SERVICE  
1323 CLUB DR  
MARE ISLAND CA 94592 US

Transportation Charge

Discount

Fuel Surcharge

11.25

-1.80

0.43

**Total Charge**

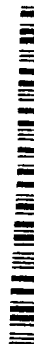
USD \$

**9.88**

**Shipment Detail Subtotal**

USD \$

**9.88**



**"PAYABLE UPON RECEIPT"**

January 29, 2004



NewsTrak, LLC

3104 O Street, #306  
Sacramento, CA 95816

916-453-8802

Date	INVOICE #
1/31/2004	2678

BILL TO
OneWorld Communications Michael Nathan 1874 Fell Street San Francisco, CA 94117

P.O. NO.	REP	PROJECT
		30004

QTY	DESCRIPTION	RATE	AMOUNT
2	SACRAMENTO TELEVISION CLIPS	65.00	130.00
2	SAN FRANCISCO TELEVISION	75.00	150.00
2	LOS ANGELES TELEVISION CLIPS	75.00	150.00
1	CNN BROADCAST	65.00	65.00
2	SACRAMENTO RADIO CLIPS	50.00	100.00
	"USDA Forest Service - Forests With a Future Campaign"		
	KABC-7 5pm 1/22/04 LA		
	KTLA-5 10pm " "		
	KGO-7 6pm " SF		
	KNTV-11 6pm " "		
	KCRA-3 6pm " SAC		
	KOVR-13 10pm " "		
	CNN HN 2pm PST 1/23/04 NATL		
	KFBK-am 12pm 1/22/04 SAC		
	KXJZ-fm 6pm " "		
1	ADD'L VIDEO COPIES--VHS	12.00	12.00
1	BetaCam Transfer	90.00	90.00
1	CALIFORNIA OVERNIGHT DELIVERY - 1/29/04	15.00	15.00
<b>Total</b>			<b>\$712.00</b>



RIF  
2 pgs

Don Bandur

01/26/2004 03:31 PM

To: Rick Alexander/R5/USDAFS@FSNOTES, Kathy  
Clement/R5/USDAFS@FSNOTES, Janice  
Gauthier/R5/USDAFS@FSNOTES  
cc: Deborah Devault/R5/USDAFS@FSNOTES, Don  
Bandur/R5/USDAFS@FSNOTES, mark.allen@owcom.com,  
jonathan.vaillet@owcom.com  
Subject: Future request for a modification from OWC

Jonathan and Mark Allen from ONE World Communication contacted me last week to inform me that:

- 1) OWC will be submitting a request for partial payment for work completed.
- 2) Additional services were provided to the Forest Service that were above and beyond the original statement of work . . . and some of these services will require additional compensation. Therefore, the existing Purchase Order requires a modification.

My response to them was:

- 1) Please submit an invoice for partial payment.
- 2) Mark Allen should DRAFT statements describing each new service provided by his firm. (A new service consists of something not considered a standard overhead expense; something extra, *above and beyond* the normal course of doing business.)
- 3) Adjacent to each work statement, he should provide a total cost for the new service. (And each total cost will have separate back-up justifying the respective cost.)
- 4) Upon completion of the above, Mark Allen should provide copies of his DRAFT work and cost statements to the Forest Service representatives that were involved while OWC performed this work (i.e. Rick, Janice, Donna, Kathy, whomever, etc.)

Each Forest Service rep. should approach this review in four phases:

First verify that the work was performed correctly and that this work is indeed a new work item. Attached is the original Statement of Work developed jointly by Rick, Jonathan, and Mark Allen. If necessary, Rick can verify if a proposed item is additional work. It is essential that Rick be involved because he has been the primary F.S. Project Manager that has brought this task to fruition.

Second review the cost back-up and verify that the proposed hours and material costs appear to be fair and reasonable.

Third, if you question something, I suggest you first notify Rick for verification, then feel free to contact Mark Allen to ask for clarification. Without making any commitments, listen to his rationale and feel free to express your concerns.

Fourth and final, if you continue to question the validity of a new service or its cost, then you, Rick, and Debbie DeVaul or I, will formally negotiate these issues with Mark Allen.

On another topic, please do not ask OWC to perform additional new work without also notifying Debbie DeVaul.

Thank you for your collective efforts,  
Don Bandur  
(707) 562-8782

Attached is the SOW that all parties mutually agreed to:



SOW\_FS\_and\_OWC.doc



OneWorld Communications, Inc.

**Invoice Number** USFS:0043.7**Date** 28-Jan-04

**Client** United States Forest Service  
Pacific Southwest Region  
1323 Club Drive  
Vallejo, CA 94592

**Contact** Deborah DeVaul**Contract** GSA Schedule Contract GS-23F-0383K**SIN: 738-8****Reference** SOW - Jan 5, 2003 & Public Information Activities Plan**Order#** 43-91S8-4-3051**Project** Forests With a Future Campaign

**Description** Work Completed is billed under "Total Not to Exceed Amount"  
from Jan. 5 SOW - \$60,000.

Following are actual costs for each Task, detailed in attached "Actuals" spreadsheet.

**2. Video Production**

- 2a. Developed written treatment for a short video production - \$747.00
- 2b. Produced six minute video program - \$14,718.00
- 2c. Video B-Roll, for broadcast - \$5,448.00
- 2d. Developed video animation sequences - \$10,033.00

**3. Written Products**

- 3a. Foreword to the official R.O.D. - \$1,469.00
- 3b. R.O.D. Highlights - main public brochure - \$8,808.00
- 3c. Secondary Public Brochures - Trees, Wildlife, Communities - \$9,602.00
- 3d. Mounted Display cards, maps, graphs, visual aids - \$9,179.00

- 4a. Frequently Asked Questions (FAQ's) - \$3,007.00
- 5. Regional Forester Blackwell letter to staff - \$587.00
- 6. Web Site Materials - \$5,310.00
- 7. Initial Training - \$1,141.00
- 8. PowerPoint Presentation - \$3,640.00

Strategy and Management - (Not charged) - \$10,245.00

**Outputs**

(2) Beta Masters (50) VHS Tapes (52) DVD Discs  
R.O.D. Highlights - main public brochure, printer ready documents  
Secondary Brochures - Trees, Wildlife, Communities, printer ready documents  
10 display cards, electronic files for all print products, copy sheets and other documents  
as required, training sessions

**Delivery** January 22, 2004, Final

*RIF  
Submitted  
notice  
3/9/05*

Marketing, Media, Advertising and Public Relations

2001 Harrison St., San Francisco, CA 94110

Tel: 415.355.1935

Fax: 415.355.0295

[www.owcom.com](http://www.owcom.com)

**OWC**

OneWorld Communications, Inc.

**Invoice Number USFS:0043.7****LABOR ON SCHEDULE**

	Hours	Rate	Subtotal	Total
Project Management II	29.4	155.54	4,574.43	
Project Management III	88.5	89.87	7,953.50	
Media Production II	11	155.54	1,710.94	
Media Production III	75.9	115.79	8,783.83	
Graphic Design II	35	129.62	4,536.70	
Graphic Design III	124	89.87	11,139.39	
Copywriting/Scripting II	35.4	172.82	6,109.19	
Photo Editing	7.35	112.33	825.63	
PR/Media Relations II	47.5	129.62	6,156.95	
Extra Admin Support Services I	9.3	53.57	498.20	
Project Management III	114	89.87	10,245.18	
None	0	0.00	-24,095.91	
<b>SUBTOTAL LABOR</b>				<b>38,438.02</b>

**MEDIA STUDIO**

	Unit	Cost	Subtotal	
Sound Design	3	250.59	751.77	
Audio Recording/Music Search	1	228.13	228.13	
Digitizing and Editing Video B-Roll	10	181.46	1,814.60	
Video Editing 6 minute video	30	181.46	5,443.80	
<b>SUBTOTAL MEDIA STUDIO</b>				<b>8,238.30</b>

**TRAVEL**

	Unit	Cost	Subtotal	
Bridge Tolls	4	2.00	8.00	
2 Round Trips to Vallejo	154	0.36	55.44	
<b>SUBTOTAL TRAVEL</b>				<b>63.44</b>

**PURCHASES TO BE DOCUMENTED**

	Unit	Cost	Subtotal	
Moving Media Production of animation	1	7,000.00	7,000.00	
Streamline Graphix HP Matte Inkjet 26 x	1	530.00	530.00	
Streamline Graphix Gatorboard Black 3/16	1	420.00	420.00	
Pix & Stones DVD Setup, Mastering	1	420.00	420.00	
Narration 6 Minute Video Program	1	400.00	400.00	
Steve Shapiro Music Music license fees	1	350.00	350.00	
Streamline Graphix 3 ml matte lamination	1	210.00	210.00	
Moving Media Transfer Animation to Video	1	200.00	200.00	
Kinko's printing of DVD and VHS Labels	1	135.32	135.32	
Pix & Stones DVD-R Check Discs (2)	1	125.00	125.00	
Domain Bank.net Forest Service Domain N	1	105.00	105.00	
Pix & Stones Windows Media encoding	1	60.00	60.00	
Pix & Stones Beta SP 10 Minute Master	1	55.00	55.00	
Pix & Stones VHS Dubs	1	52.50	52.50	
Pix & Stones CDR Burn	1	25.00	25.00	
Pix & Stones DVD-R Duplication, printing	52	14.40	748.80	
Pix & Stones VHS Dubs - 10 Minute	50	7.00	350.00	



OneWorld Communications, Inc.

Invoice Number USFS:0043.7

	Subtotal	11,186.62	
Agency Handling Fee	17.65%	1,974.44	
SUBTOTAL PURCHASES			13,161.06
GSA IFF ON NON-LABOR 0.0075			99.18
INVOICE TOTAL:			\$60,000.00

Terms: Due Upon presentation of invoice. Thank you.

Federal EIN 94-3205791

Marketing, Media, Advertising and Public Relations

2001 Harrison St., San Francisco, CA 94110

Tel: 415.355.1935

Fax: 415.355.0295

[www.owcom.com](http://www.owcom.com)

RIF  
2p95



Kathy Clement

02/06/2004 09:19 AM

To: Rick Alexander/R5/USDAFS@FSNOTES  
cc: Deborah Devaul/R5/USDAFS@FSNOTES, Don  
Bandur/R5/USDAFS@FSNOTES, Marilyn  
Hartley/R5/USDAFS@FSNOTES, Steve  
Dunsky/R5/USDAFS@FSNOTES

Subject: Re: OWC invoices

Rick, Don and Deb ----this all sounds great. Let 's move forward as described below. Thanks

\*\*\*\*\*

KATHY CLEMENT (kclement@fs.fed.us)  
USDA Forest Service - RO - R5  
Ecosystem Planning Director  
1323 Club Drive, Vallejo, CA 94592  
PHONE:707-562-8957 -- FAX: 707-562-9050

\*\*\*\*\*

Rick Alexander

Rick Alexander

02/05/2004 12:29 PM

To: Kathy Clement/R5/USDAFS@FSNOTES  
cc: Don Bandur/R5/USDAFS@FSNOTES, Deborah  
Devaul/R5/USDAFS@FSNOTES, Marilyn  
Hartley/R5/USDAFS@FSNOTES, Steve  
Dunsky/R5/USDAFS@FSNOTES

Subject: OWC invoices

Kathy--I left a purchase order and invoices on your desk for the One World Communications work (on GSA Schedule Contract GS-23F-0383K, USDA FS R5 RFQ-04-20-002.) Also on your desk is a listing of additional work from OWC, that you saw electronically yesterday and approved.

The purchase order totals \$69,579.14 and includes all the work on the Statement of Work, last revised January 5, 2004. (Copy of this SOW is also on your desk.)

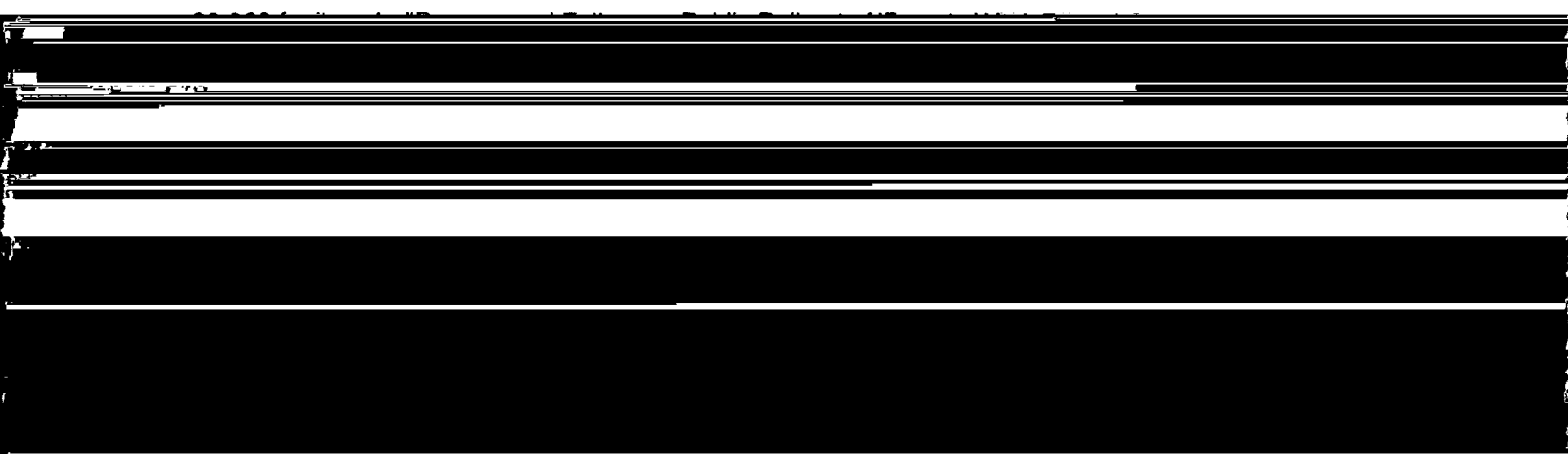
The first invoice is dated 3-Dec-03 and has already been paid. Amount is \$9,579.14.

The second invoice is dated 28-Jan-04. Amount is \$60,000. Don Bandur and I came to review this with you today. Don and Deb Devaul are ready to process payment if it is OK with you.

Don checked and found that all of the above was obligated under NFPN and has been/will be paid from that management code. These expenses, because they were already obligated, should have been reflected in recent project manager statements, so should be no problem for fiscal on NFPN totals.

**The additional work not paid for yet (see below), will be paid out of 0521 NFTM per your 2/3/04 instructions.**

The additional work listed in the documentation we left on your desk shows approximately \$20,000, as follows:



\*\*\*\*\*

This message is from...

Rick Alexander

Forest Service Pacific Southwest Region

ph 707 562-9014, fax 707 562-9053

email [ralexander@fs.fed.us](mailto:ralexander@fs.fed.us)

\*\*\*\*\*



OneWorld Communications, Inc.

**Invoice Number** USFS:0048.6**Date** 10-Feb-04

**Client** United States Forest Service  
Pacific Southwest Region  
1323 Club Drive  
Vallejo, CA 94592

**Contact** Deborah DeVaul**Contract** GSA Schedule Contract GS-23F-0383K**SIN:** 738-8**Reference** Tasks Additional to SOW Requested by USDA Forest Service **Order#** 43-91S8-4-3051**Project** Additional Tasks - Forests With a Future

**Description** 1. Provided advice and written materials to senior FS management team to refine documents such as the ROD for better internal and external communications and use, researched and purchased stock photos not available at FS for use in documents, performed any last minute changes to previously approved media materials as required by senior FS management, wrote / produced needed media materials for media event 1/22/04, advised on media contact strategy and disseminated news advisory to major media in California, and monitored / collected TV and radio news coverage in form usable in later editing. Designed and produced backdrop.

2. Provided additional in-depth guidance and training to senior regional and forest level management about the concept of the FWAF campaign (including meetings and presentations to staff), and how to manage a new kind of proactive media event, including event script and logistical assistance

3. Revised animation, made edit to video program and re-mastered video program

**Outputs**

1. Suggested revisions to ROD, stock photos included in brochures, press release, news advisory dissemination, broadcast media coverage on BetaSP, DVD, and VHS, and backdrop for press conference.

2. Media training, event script.

3. Revised Animation - BetaSP & Digital Beta, Revised Video Program Masters - 2 BetaSP.

**Delivery** 1. & 2., January 22, 2004 - 3. February 13, 2003

3995  
5/19/04  
Notice  
RIF

Final Print  
-2-2004  
DD

Marketing, Media, Advertising and Public Relations

2001 Harrison St., San Francisco, CA 94110

Tel: 415.355.1935

Fax: 415.355.0295

www.owcom.com





OneWorld Communications, Inc.

Invoice Number USFS:0048.6

## LABOR ON SCHEDULE

	Hours	Rate	Subtotal	Total
Project Management II	40.5	155.54	6,299.37	
Project Management III	14.5	89.87	1,303.12	
Media Production III	9	115.79	1,042.11	
Graphic Design II	4	129.62	518.48	
Copywriting/Scripting II	3	172.82	518.46	
Photo Editing	10	112.33	1,123.30	
PR/Media Relations II	37	129.62	4,795.94	
Extra Admin Support Services II	3	32.84	98.52	
SUBTOTAL LABOR				15,699.30

## MEDIA STUDIO

	Unit	Cost	Subtotal	Total
Revise Animation Edit Studio	1.5	181.46	272.19	
Edit Revised VO/remix	1	181.46	181.46	
SUBTOTAL MEDIA STUDIO				453.65

## TRAVEL

	Unit	Cost	Subtotal	Total
Mileage News Event	122	0.36	43.92	
Mileage Training Sacramento	122	0.36	43.92	
Mileage Additional Training Vallejo	60	0.36	21.60	
SUBTOTAL TRAVEL				109.44

## PURCHASES TO BE DOCUMENTED

	Unit	Cost	Subtotal	Total
NewsTrak media footage	1	712.00	712.00	
Streamline Graphix Digital Backdrop	1	480.00	480.00	
Getty Images photo usage	1	472.00	472.00	
Animation Fee -will forward upon receipt	1	400.00	400.00	
Video Transfer-will forward upon receipt	1	200.00	200.00	
Wildlife footage transfer	1	177.20	177.20	
Brian E. Small Willow Flycatcher on stic	1	150.00	150.00	
Tom Ulrich One time usage of Pine Marten	1	150.00	150.00	
Photo Researchers INC. Photo Usage "Nort	1	150.00	150.00	
Business Wire Press Release	1	140.00	140.00	
Gary Williams VO pickup	1	50.00	50.00	
Colorado State Wildfire Migration	1	26.80	26.80	
Colorado State University Overnight ship	1	23.25	23.25	
Handy-Handyman rope & bun	1	19.15	19.15	
Speedway Postage and delivery	1	16.71	16.71	
Messengers	2	14.08	28.16	
Fed Ex 1/26 delivery to Rick Alexander	1	9.88	9.88	

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OneWorld Communications, Inc.

Invoice Number USFS:0048.6

	Subtotal	3,205.15	
Agency Handling Fee	17.65%	565.71	
	SUBTOTAL PURCHASES		3,770.86
	GSA IFF ON NON-LABOR 0.0075		29.10
	INVOICE TOTAL:		\$20,062.35

Terms: Due Upon presentation of invoice. Thank you. Federal EIN 94-3205791

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Fax: 415.355.0295

[www.owcom.com](http://www.owcom.com)

Spoke w/ Marilyn  
Need to speak w/ Rick  
for invoice Approval.

RIF  
199

4/m for Rick is out of the  
office until 3/23 - will be checking  
Voice-Mail. Wait for Rick to Return my  
call.

**USDA FOREST SERVICE**  
Region 5 - Pacific Southwest Region  
1323 Club Drive  
Vallejo, CA 94592

Date: 3/11/2004 Urgent: Yes ☒ No ☐

Vendor: OWC

Department: \_\_\_\_\_

Attention (Individuals Name): Rick Alexander

Direct # \_\_\_\_\_ FAX # 916-640-1091

Total Number of Pages (Including Cover): 3

Comments/Special Instructions: \_\_\_\_\_

Invoice for OWC.

Orb

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RIF  
1P9



**Kathy Clement**

04/01/2004 09:46 AM

To: Rick Alexander/R5/USDAFS@FSNOTES  
cc: Deborah Devaul/R5/USDAFS@FSNOTES, Don  
Bandur/R5/USDAFS@FSNOTES, Doug Lee/R5/USDAFS@FSNOTES,  
Marilyn Hartley/R5/USDAFS@FSNOTES, Peggi  
Lawrence/R5/USDAFS@FSNOTES  
Subject: Re: OWC invoice 48.6, 10FEB 2004

I reviewed the invoice Rick gave me and agree with this assessment that all work was completed to standard and on time.

\*\*\*\*\*

KATHY CLEMENT (kclement@fs.fed.us)  
USDA Forest Service - RO - R5  
Ecosystem Planning Director  
1323 Club Drive, Vallejo, CA 94592  
PHONE: 707-562-8957 -- FAX: 707-562-9050

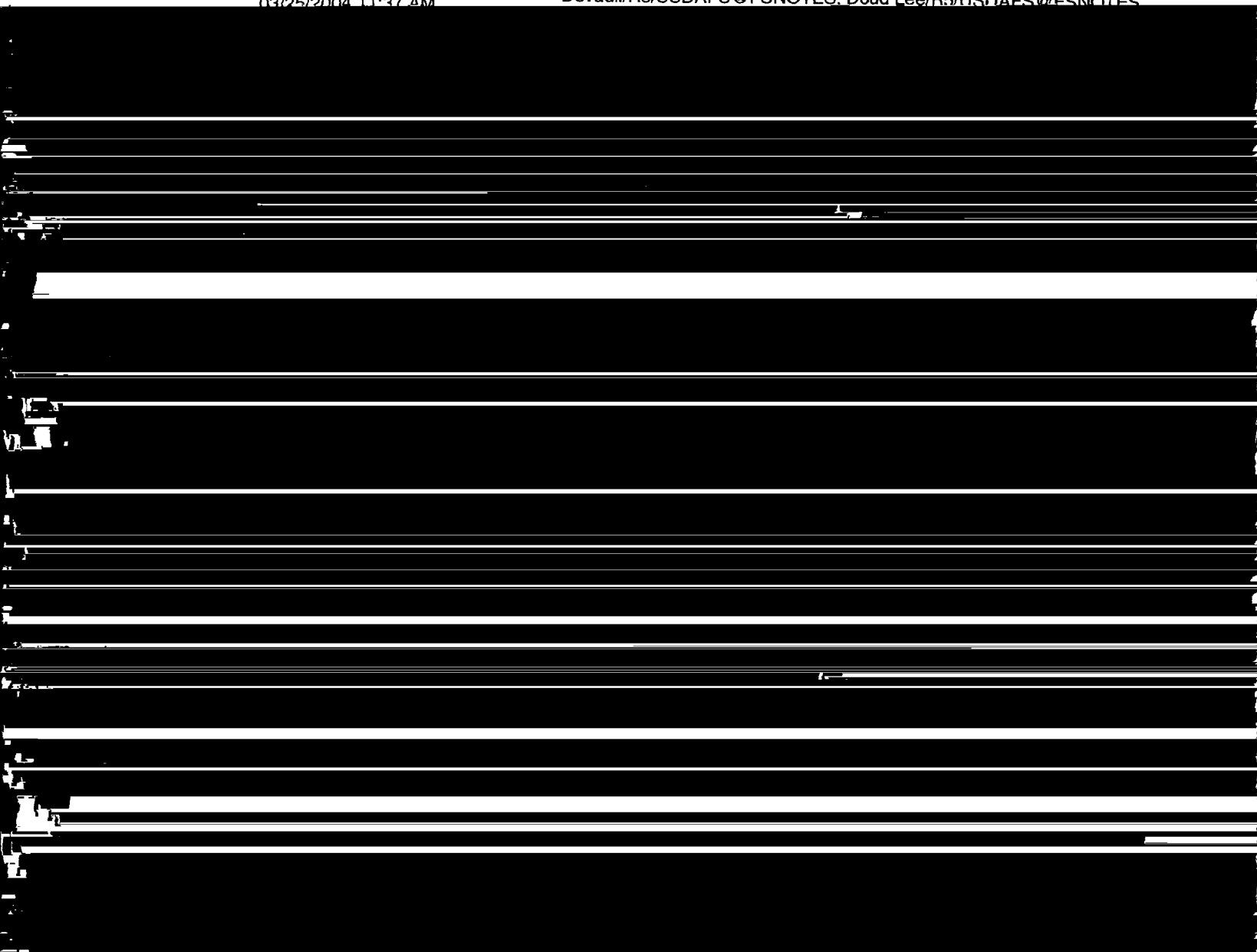
\*\*\*\*\*

Rick Alexander

**Rick Alexander**

03/25/2004 11:37 AM

To: Don Bandur/R5/USDAFS@FSNOTES, Deborah  
Devaul/R5/USDAFS@FSNOTES, Doug Lee/R5/USDAFS@FSNOTES



RIF  
3pgs

<mark.allen@owco To: Don Bandur  
<dbandur@fs.fed.us>, Rick Alexander <ralexander@fs.fed.us>,  
m.com> Janice Gauthier  
<jgauthier@fs.fed.us>, Kathy Clement <kclement@fs.fed.us>,  
"Donna Dell'Ario"  
<ddellario@fs.fed.us>, Steve Dunskey <sdunskey@fs.fed.us>  
02/03/2004 05:35 cc:  
PM Subject: Additional Tasks

Dear Team,

Rick and Steve have asked that we review the fine print...

RIF  
199

Rick Alexander  
03/25/2004 11:37 AM

To: Don Bandur/R5/USDAFS@FSNOTES, Deborah  
Devault/R5/USDAFS@FSNOTES, Doug Lee/R5/USDAFS@FSNOTES  
cc: Marilyn Hartley/R5/USDAFS@FSNOTES, Kathy  
Clement/R5/USDAFS@FSNOTES, Peggi  
Lawrence/R5/USDAFS@FSNOTES  
Subject: OWC invoice 48.6, 10FEB 2004

I reviewed One World Communication (OWC) Invoice USFS: 0048.6, 10 FEB 2004. The work described on the invoice and the total amount, \$20,062.35 is similar to the draft description of additional work OWC sent FS on 2/3/04. As far as I can tell, the work in invoice 0048.6 was completed to standards and on time line requested by FS. Kathy Clement should also review it, since she dealt with OWC more directly on some of the products such as the banner, the additional review of ROD and news release, scripts for announcement, etc. As project manager, she will want to see the invoice before it is paid, and may have advice on appropriate management code. I will provide a hard copy of the invoice to her.

We previously paid Invoice 0041.4, 3 DEC 2003, \$9579.14, and, Invoice 0043.7, 28 DEC 2004, \$60,000.00. Assuming the latest invoice meets Kathy's approval, it is my understanding that payment of Invoice 0048.6, 10 FEB 2004, \$20,062.35 will be the final payment on GSA Schedule Contract GS-23F-0383K. This payment brings the total paid on this contract to \$89,641.49.

\*\*\*\*\*

This message is from...  
Rick Alexander  
Forest Service Pacific Southwest Region  
ph 707 562-9014, fax 707 562-9053  
email ralexander@fs.fed.us

\*\*\*\*\*

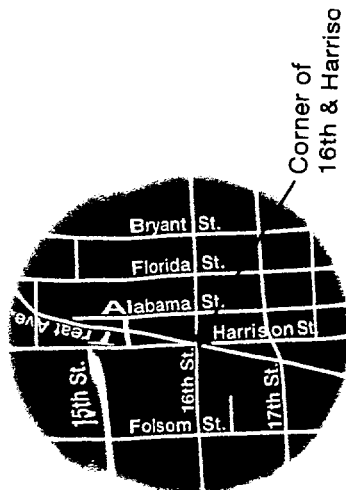


OneWorld Communications, Inc.

# We're moving!

OWC will relocate to new and expanded premises to serve you better, as of December 15th. New address and contact:

OneWorld Communications  
2001 Harrison Street  
San Francisco, CA 94110  
Tel: 415.355.1935  
Fax: 415.355.0295



Marketing, Media, Advertising and Public Relations  
[news@owcom.com](mailto:news@owcom.com)

[www.owcom.com](http://www.owcom.com)

RIF  
3P9S



OneWorld Communications, Inc.

Public Service Marketing, Advertising and Media

1874 Fell Street, San Francisco, CA 94117  
Tel: 415.668.1935 Fax: 415.668.1932 [www.owcom.com](http://www.owcom.com)



Attn: Deborah DeVaul  
US Forestry Service  
Pacific Southwest Region  
1323 Club Drive  
Vallejo, CA 94592

34532+110

